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# MAD

NO. 17 FEBRUARY 2020

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- 02** A MAD Look at...MAD
- 05** The Heist, MAD #128, Jul 1969
- 07** Scenes We'd Like to See, MAD #141, Mar 1971
- 08** The Best of the Shadow Knows
- 11** A Bite Bigger Than His Bark, MAD #227, Dec 1981
- 13** The Beat Generation, MAD #126, Apr 1969
- 14** Sergio Aragónés Takes a MAD Look at...Protest Demonstrations, MAD #132, Jan 1970
- 18** The Vampire, MAD #139, Dec 1970
- 19** One Day on Main Street, MAD DISCO, 1980
- 20** MAD's Handy Clues, Hints, and Tipoffs that You're Really, Unquestionably, Without a Doubt...STIPUD!, MAD #298, Oct 1990
- 22** A MAD Look at Global Warming, MAD #479, Jul 2007
- 25** The Cockroach, MAD #181, Mar 1976
- 26** A MAD Peek Behind the Scenes at a Comic Book Convention, MAD #275, Dec 1987
- 28** A MAD Pictorial Map of the United States, MAD Special #37, Winter 1981
- 30** The MAD Sale of Expendable Properties, Landmarks, and Monuments, MAD #223, Jun 1981
- 32** The Historic Landmark, MAD #166, Apr 1974
- 33** Alley Oops!, MAD #121, Sep 1968
- 34** Sergio Aragónés Presents Spy vs. Spy
- 35** Once Upon a Time..., MAD #306, Oct 1991
- 38** A MAD Peek Behind the Scenes at a Fancy Restaurant, MAD #135, Jun 1970
- 39** Sergio Aragónés' Water Ballet Workout Tips
- 40** One Day in the Jungle, MAD #151, Jun 1972
- 41** Sergio Aragónés Looks at Cars, MAD #324, Jan 1994
- 42** A MAD Look at Cars, MAD #324, Jan 1994
- 45** The High Diver, MAD #132, Jan 1970
- 46** Sergio Aragónés Presents a MAD Look at Marginals, MAD #500, Jun 2009
- 50** A MAD Look at Racism, MAD #356, Apr 1997
- 54** The Shadow Knows, MAD #510, Aug 2011
- 56** ¡Gracias, Sergio!



**INSIDE BACK COVER** A MAD Fold-In by Johnny Sampson

**VARIOUS PLACES** Drawn Out Dramas by Sergio Aragónés

**COVER ARTIST** Sergio Aragónés

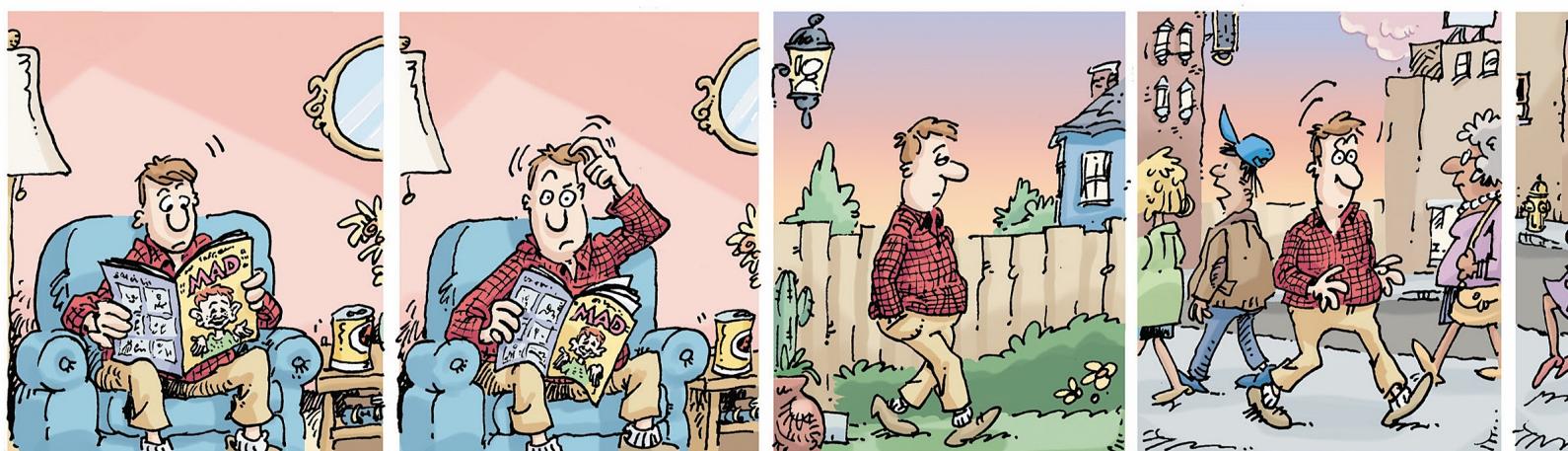
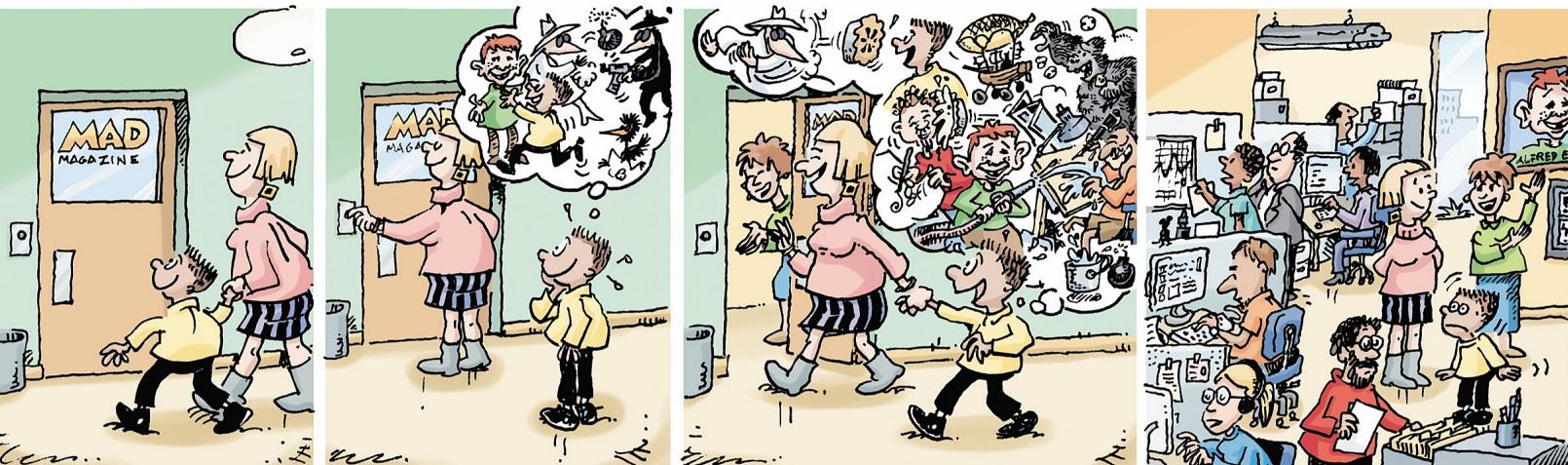
**COVER COLORIST** Carrie Strachan

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

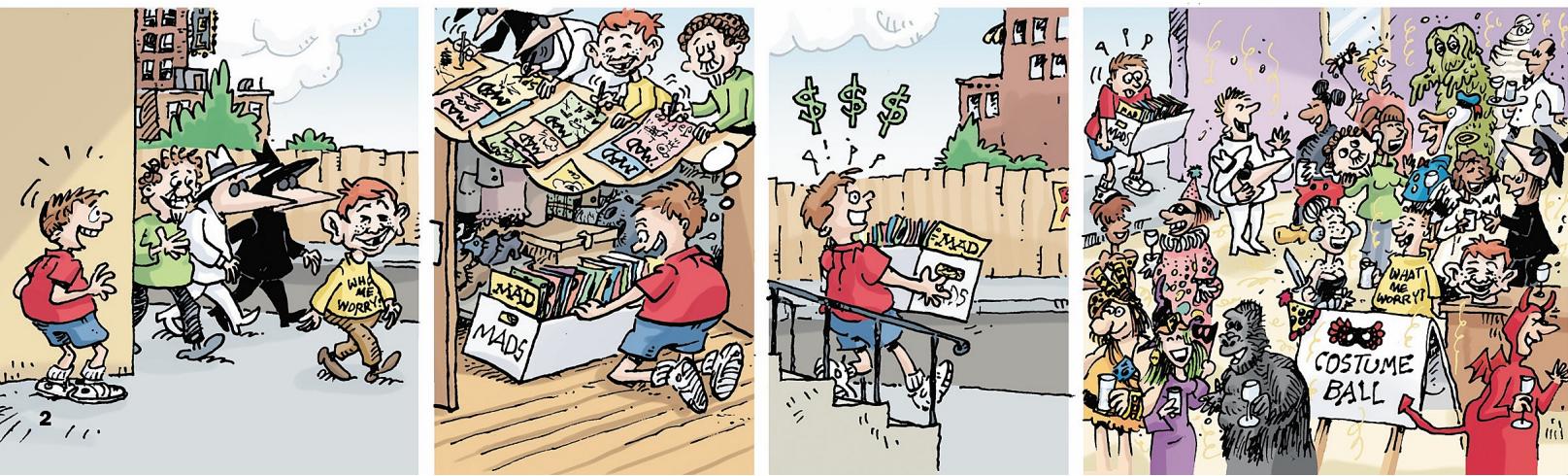


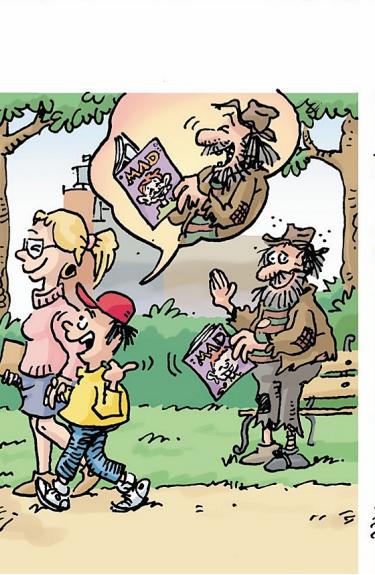
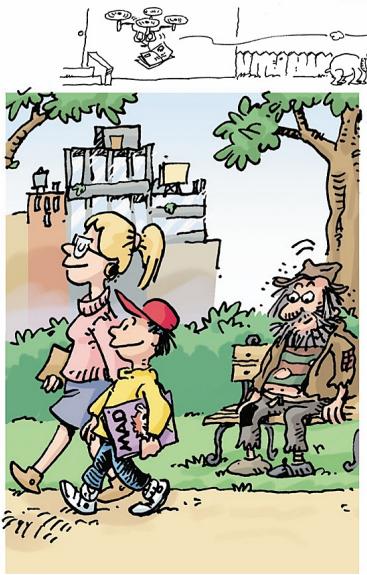
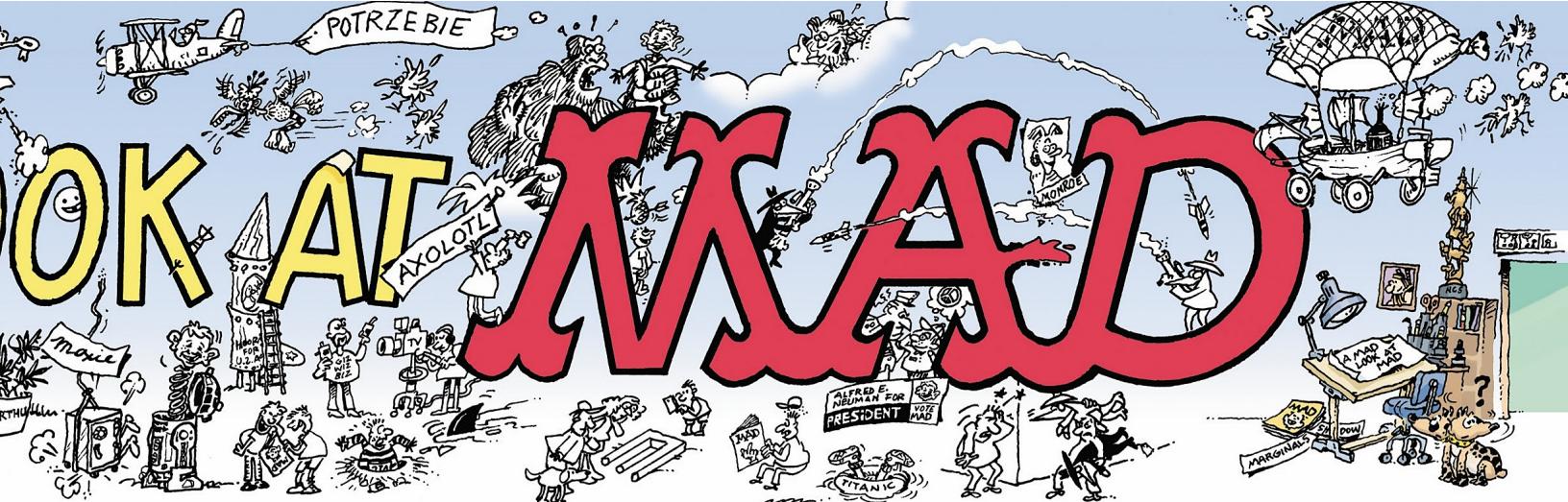
SERGE-IN GENERAL DEPT.

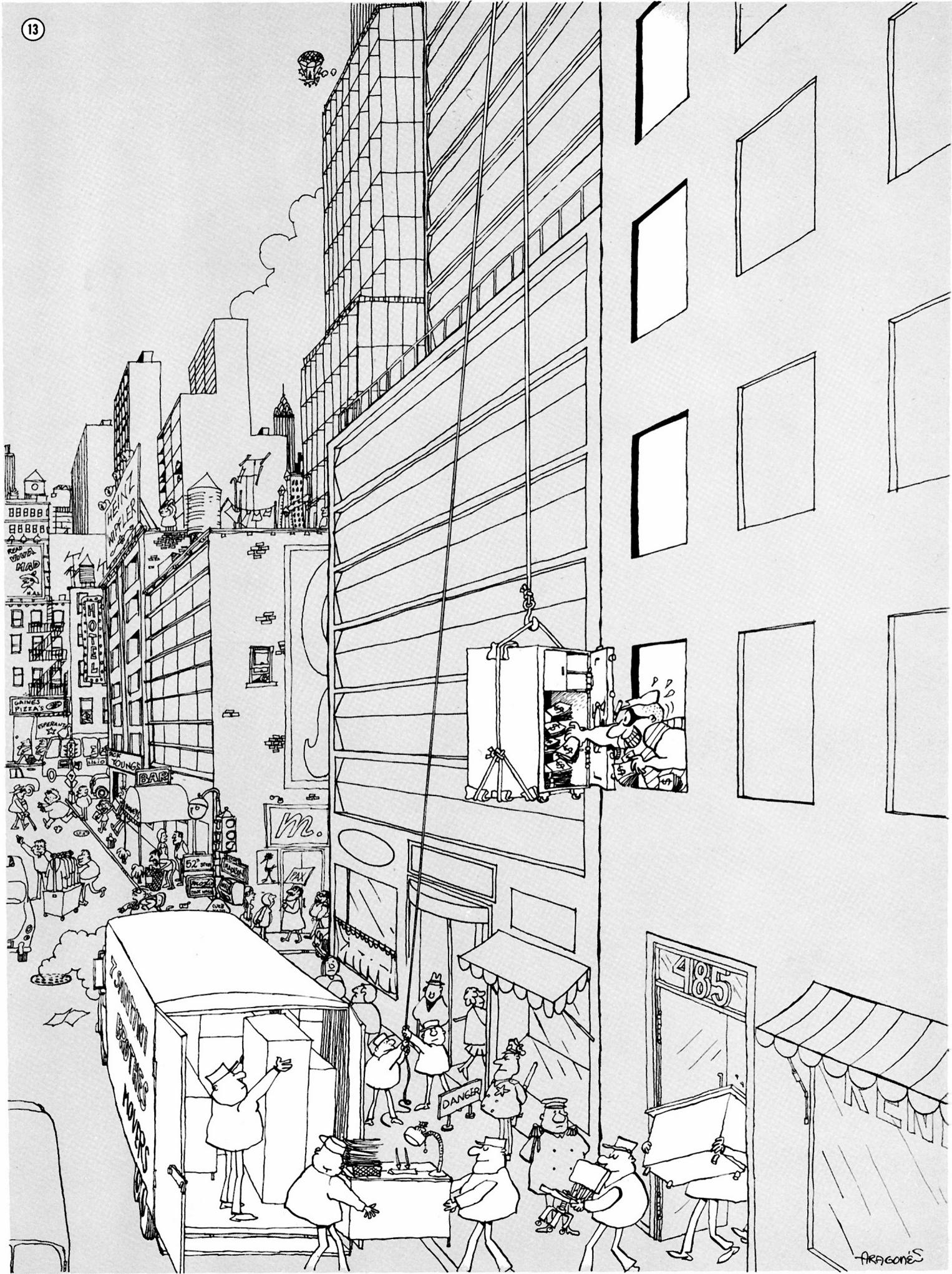
SÉRGIO ARAGONES  
PRESENTS



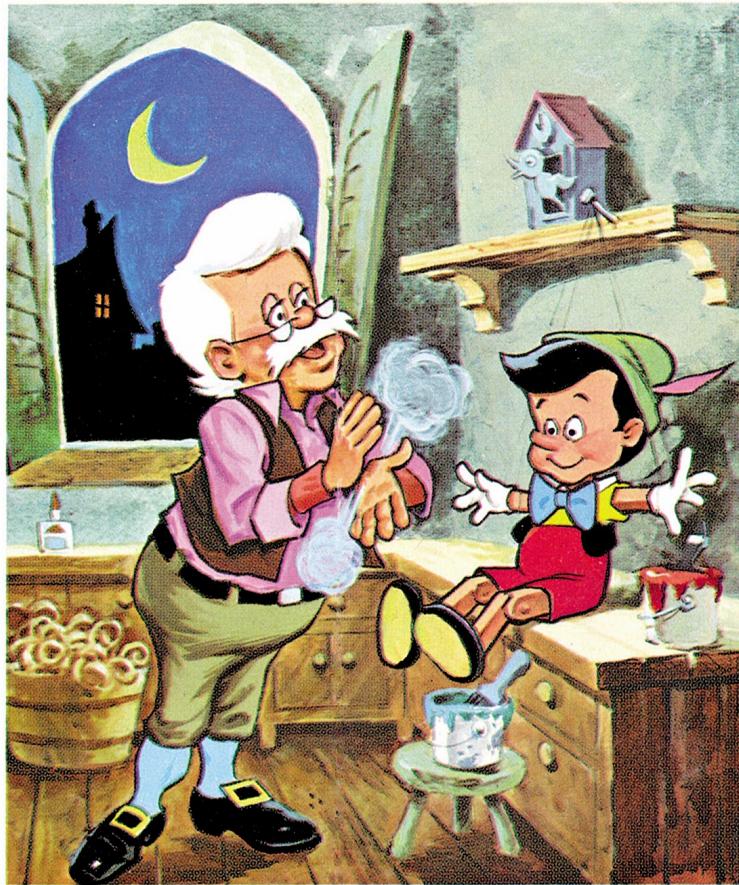
WRITER & ARTIST SERGIO ARAGONÉS COLORIST CARRIE STRACHAN



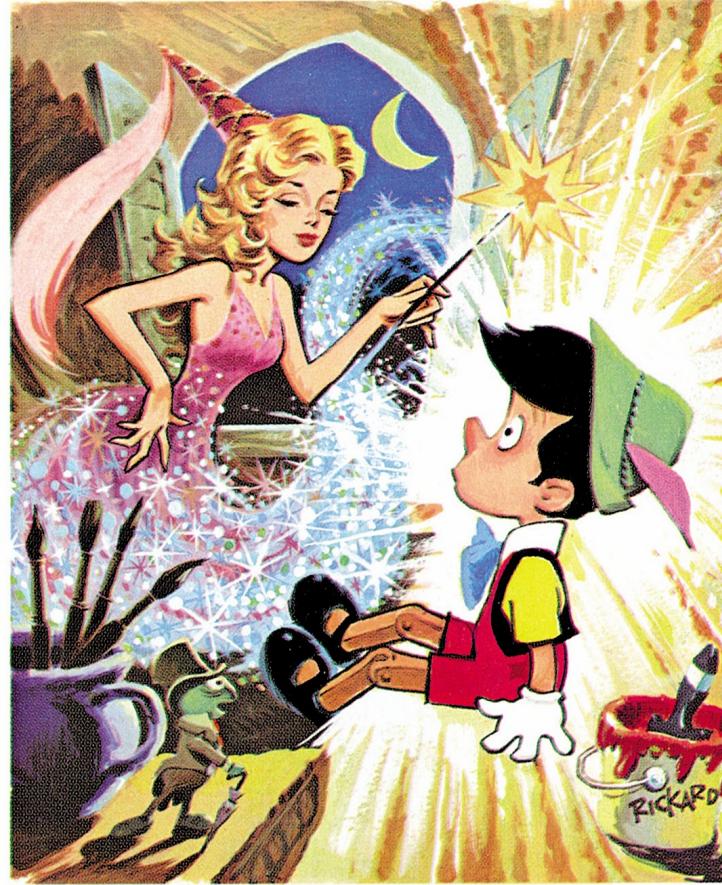




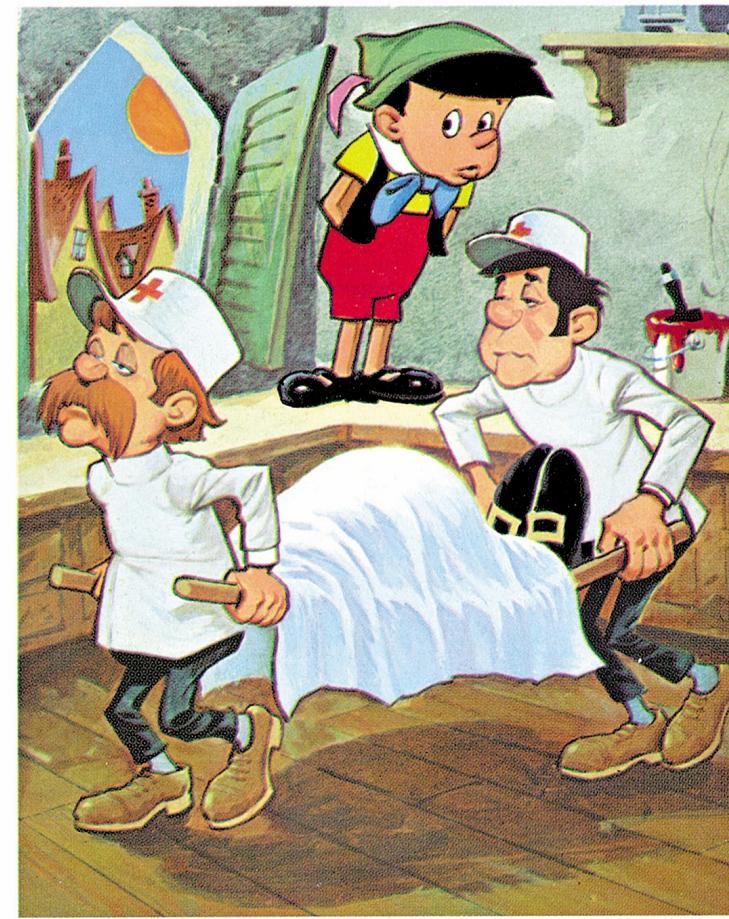
# Scenes We'd Like To See



WRITER SERGIO ARAGONÉS



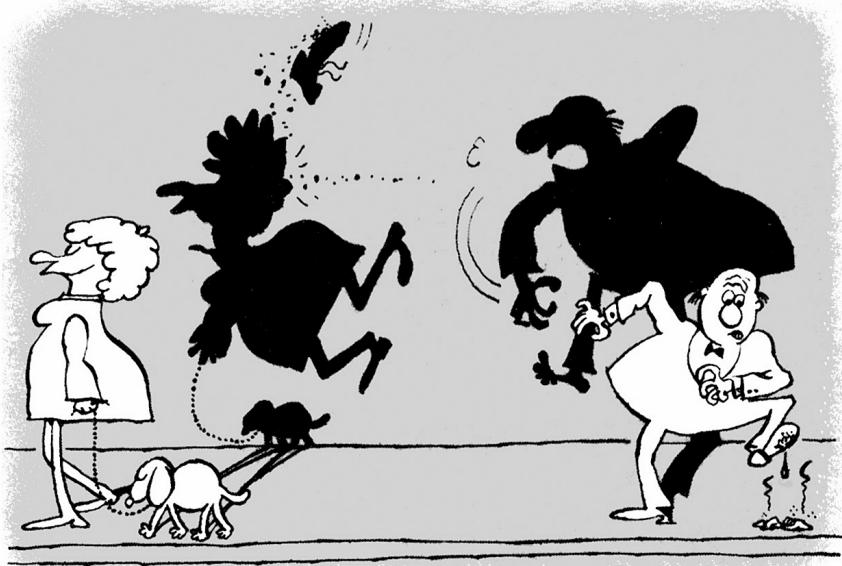
ARTIST JACK RICKARD





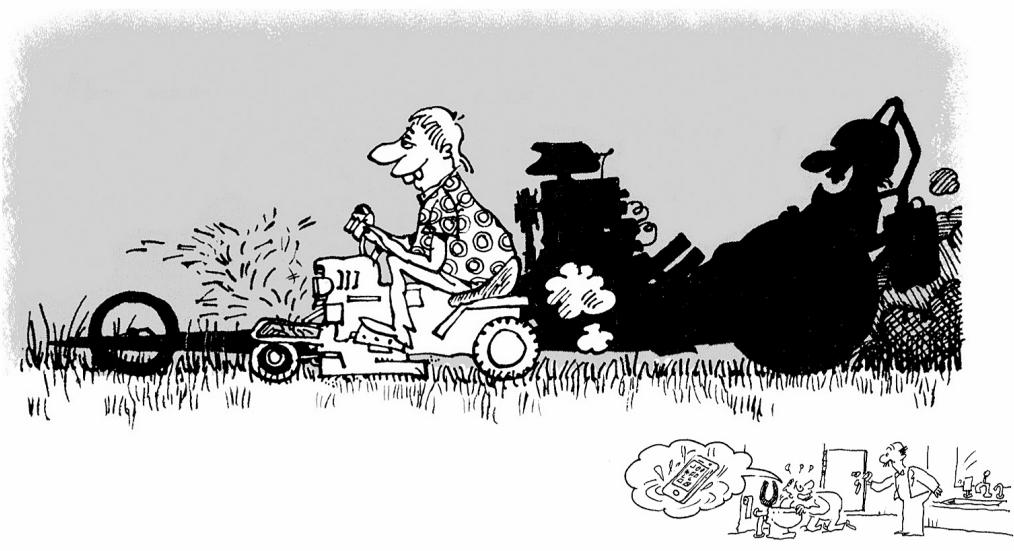
WE'VE GOT YOUR PENUMBRA DEPT.

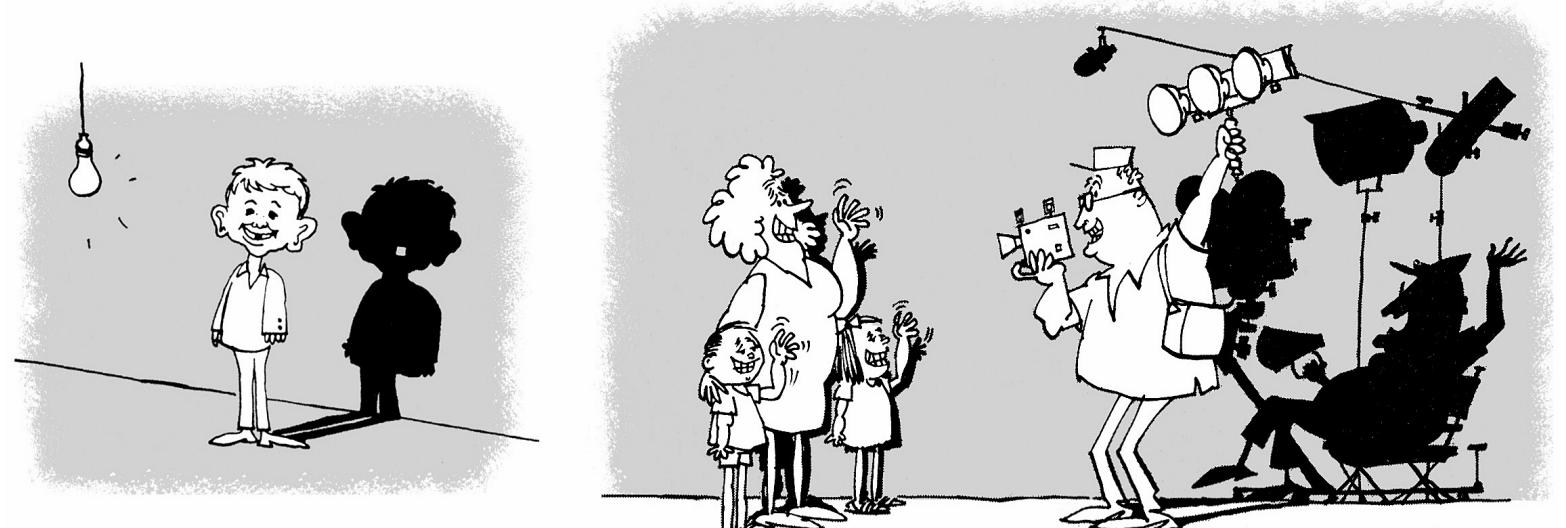
# The Best of THE SHA



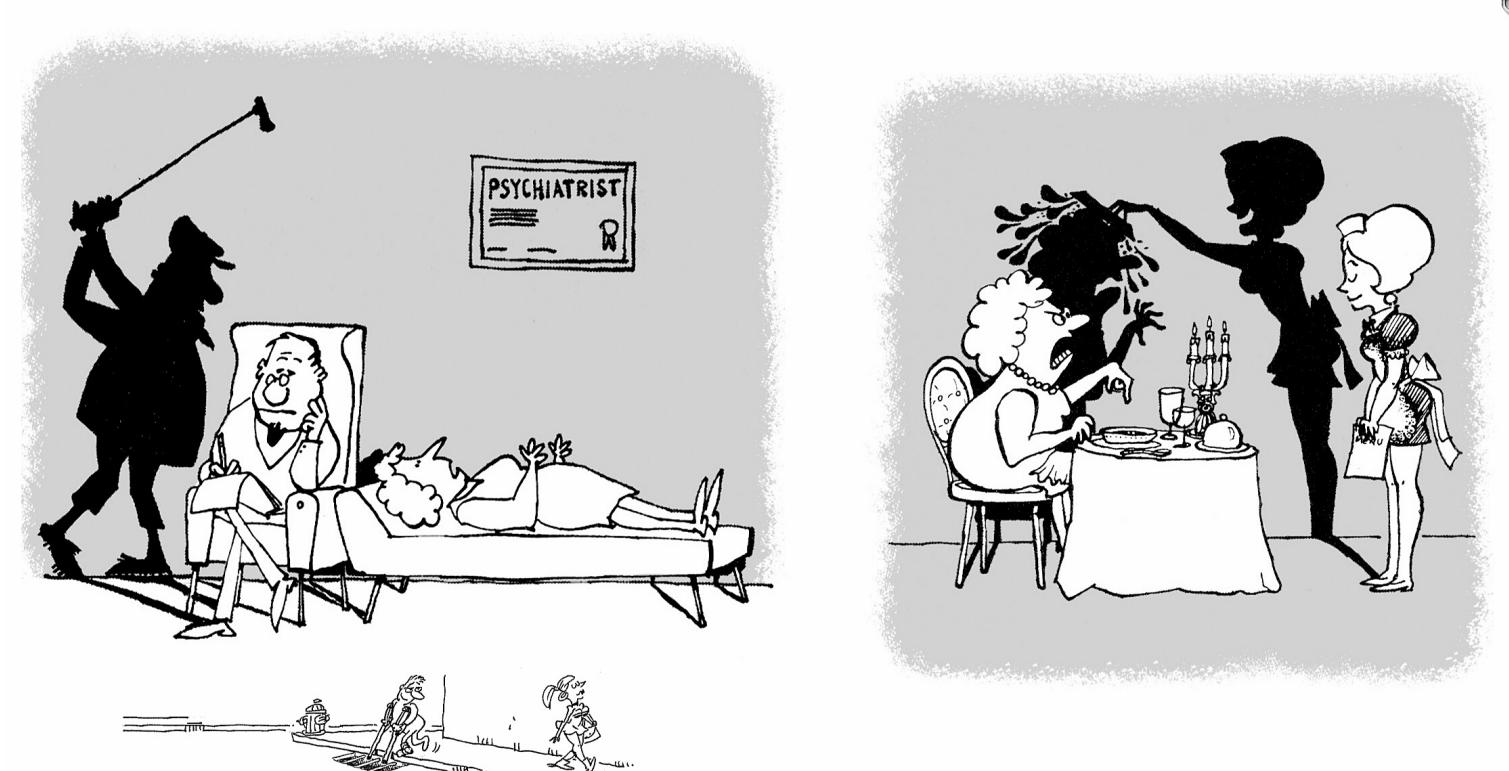
# DOWNKNOWS

WRITER & ARTIST SERGIO ARAGONÉS





"Who knows what evil lurks in the hearts of humanity? Sergio knows!"



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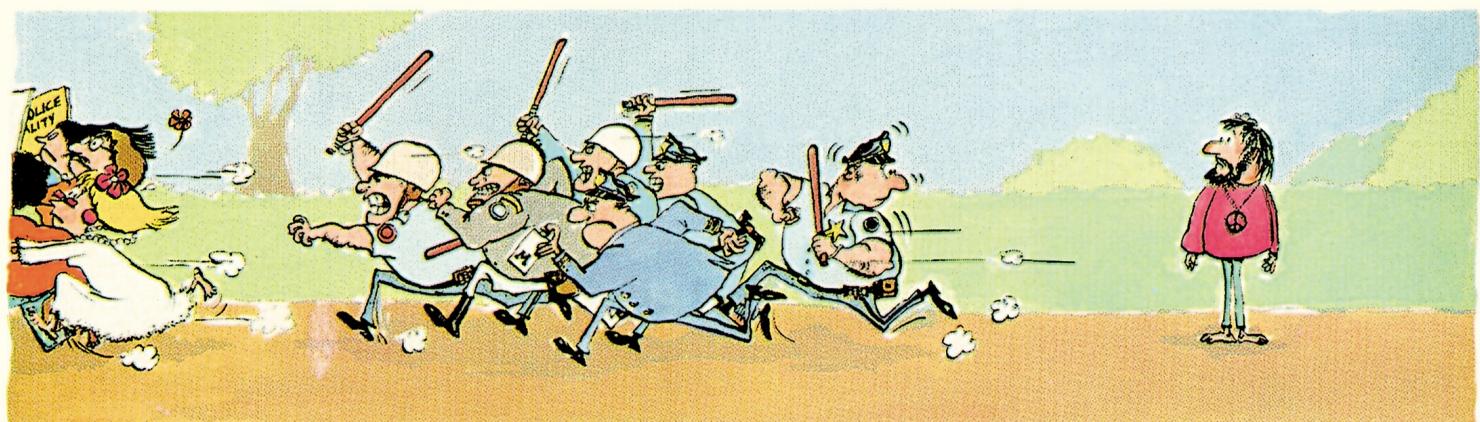
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# THE BEAT GENERATION

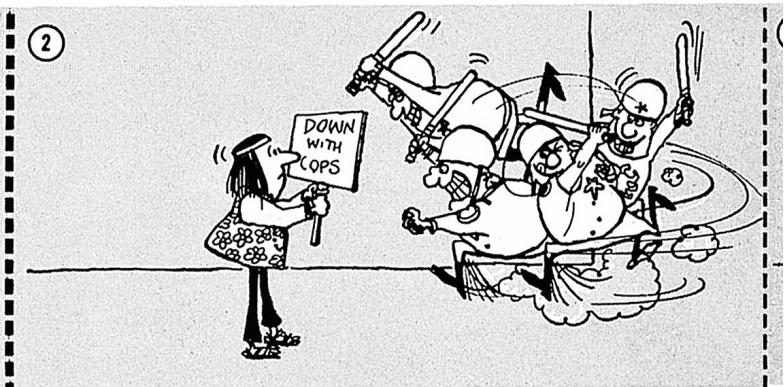
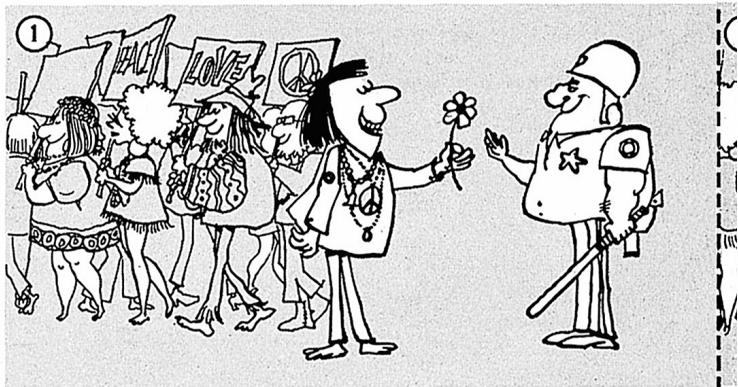
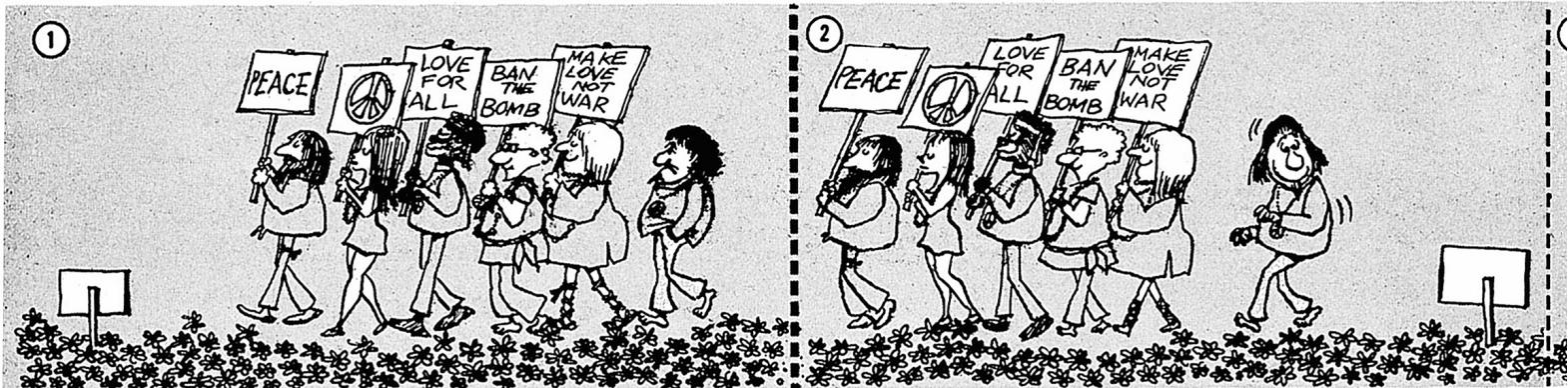


WRITER & ARTIST SERGIO ARAGONÉS



# SERGIO ARAGONÉS TAKES A MAD LOOK AT...

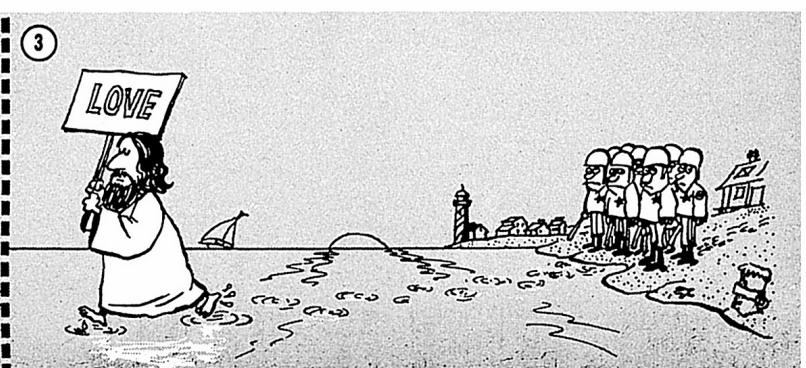
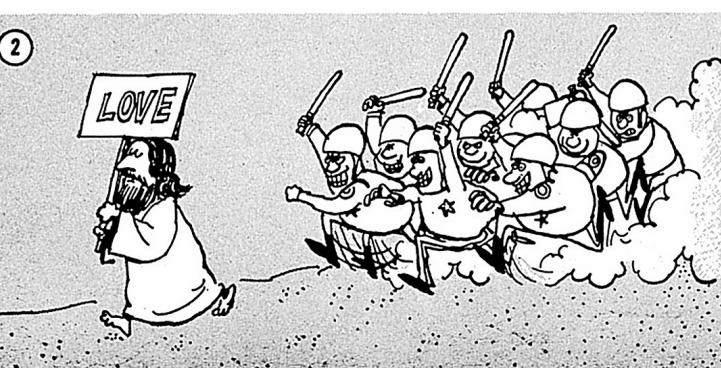
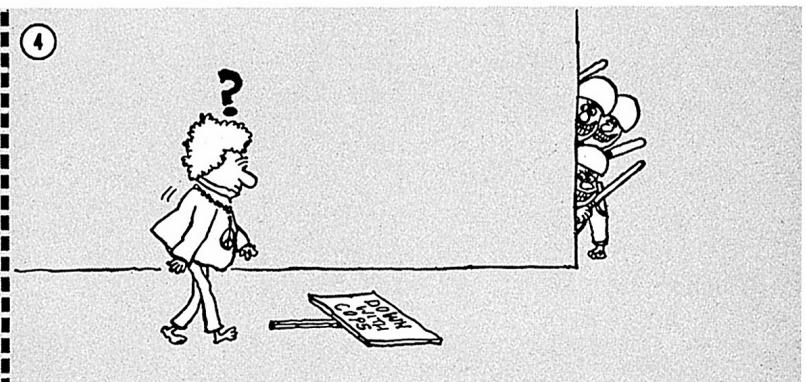
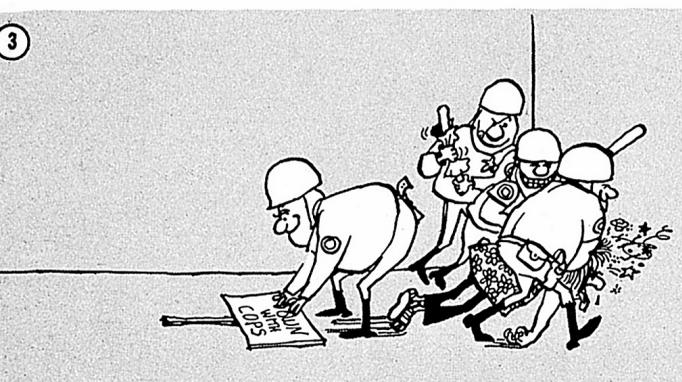
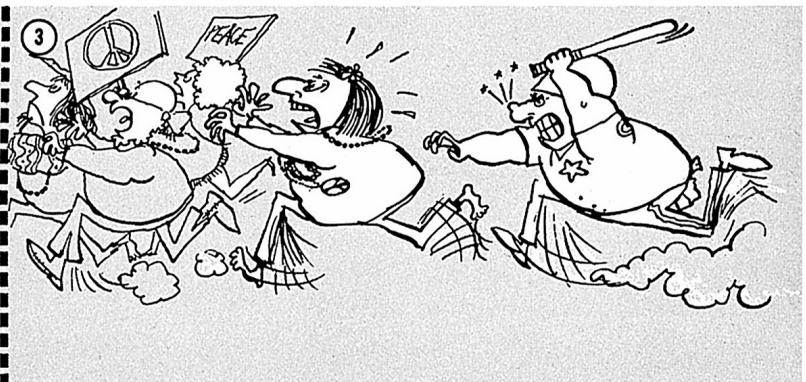
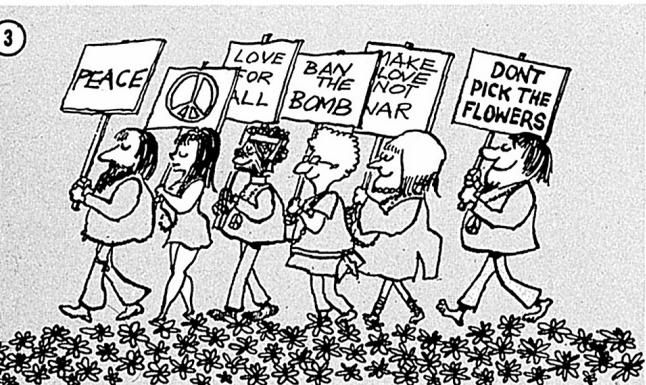
# PROTEST

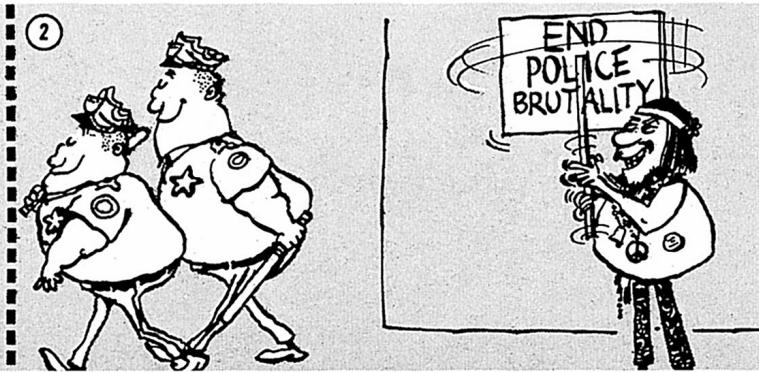
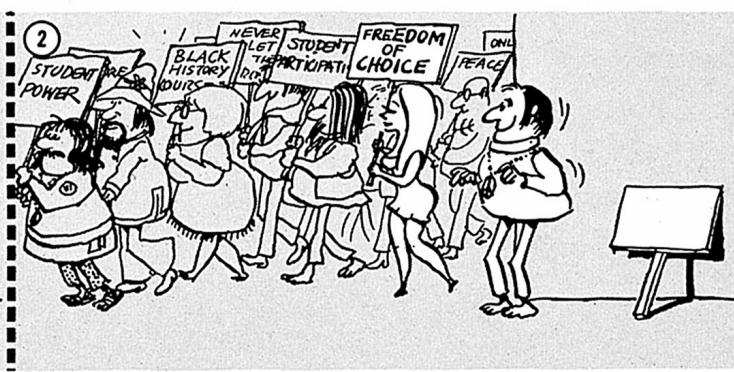
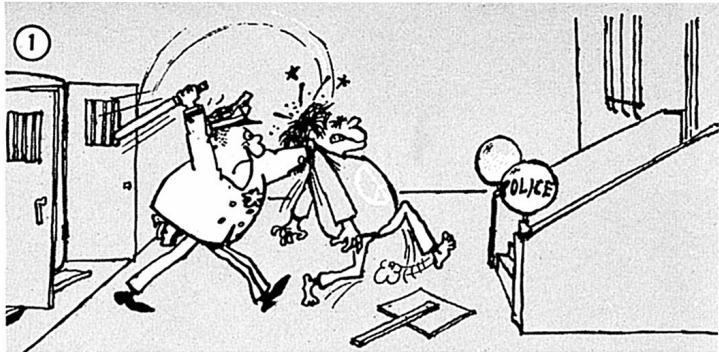
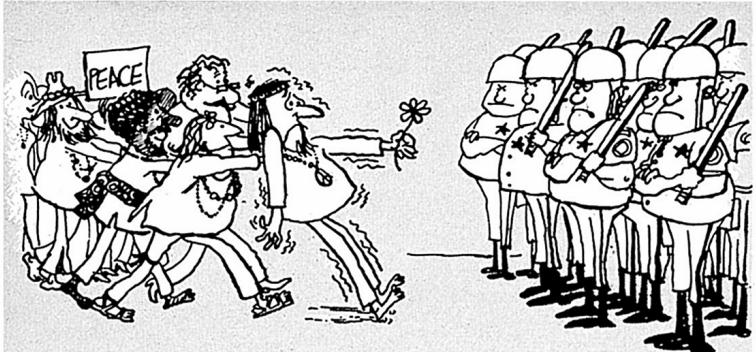


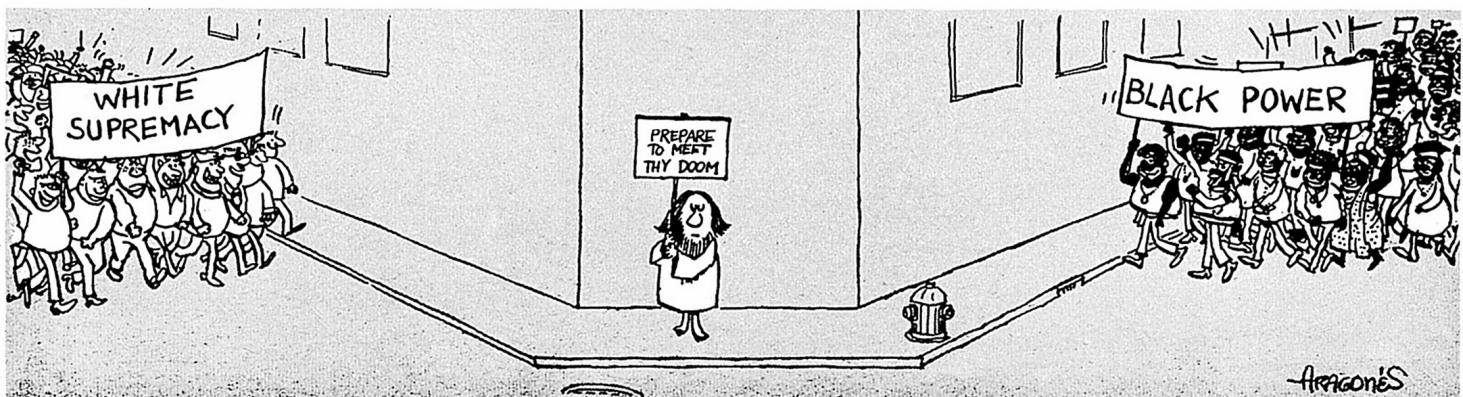
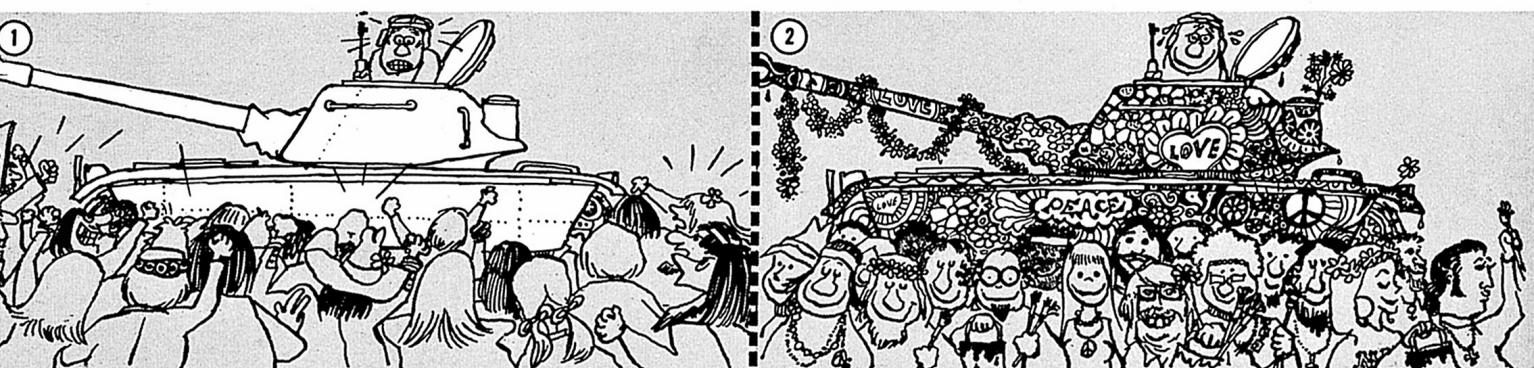
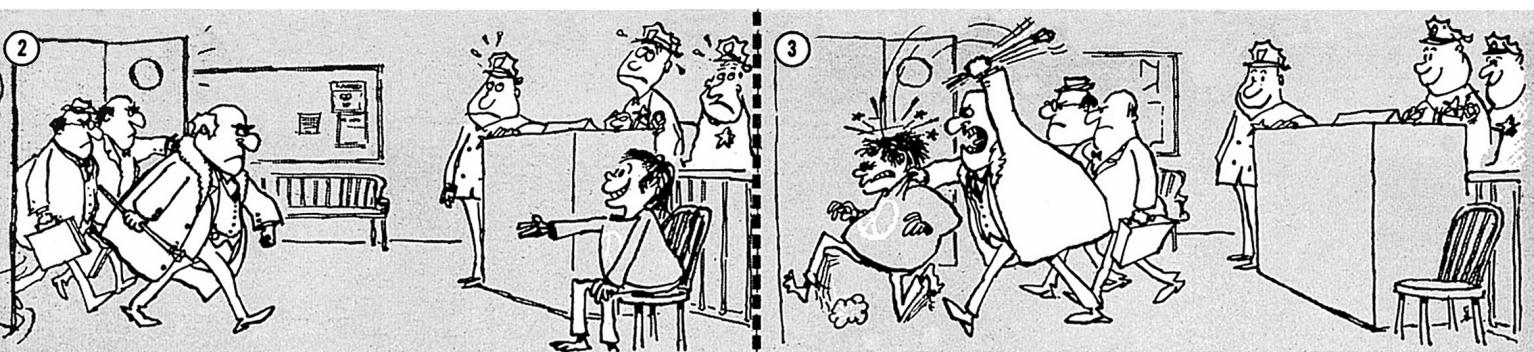
# DEMOCRATIES



WRITER & ARTIST SERGIO ARAGONÉS







Arriagones



STUDIO 54 CENTS DEPT.

# ONE DAY ON MAIN STREET

WRITER DICK DEBARTOLO ARTIST SERGIO ARAGONÉS

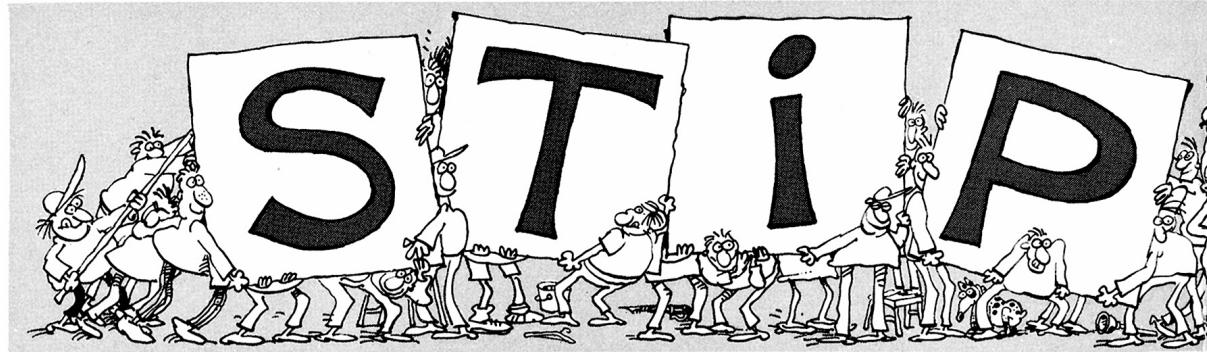


ORIGINALLY PUBLISHED IN MAD DISCO, 1980

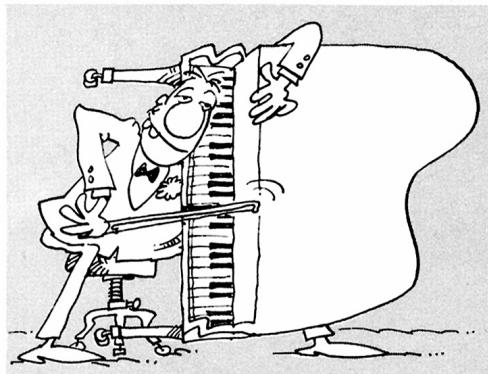
ARAGONE'S



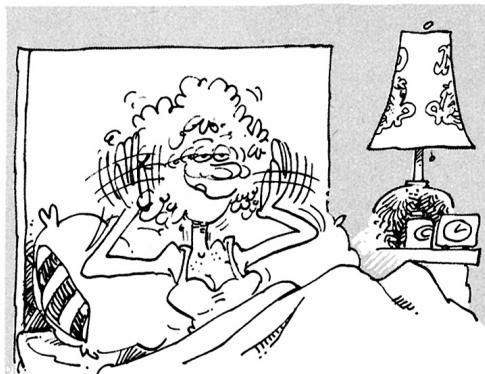
**MAD's Handy  
Clues, Hints  
And Tipoffs  
THAT YOU'RE  
Really,  
UNQUESTIONABLY,  
Without  
A Doubt...**



WRITER DAN BIRCHER



When you're playing the piano you frequently lose your grip on the bow.



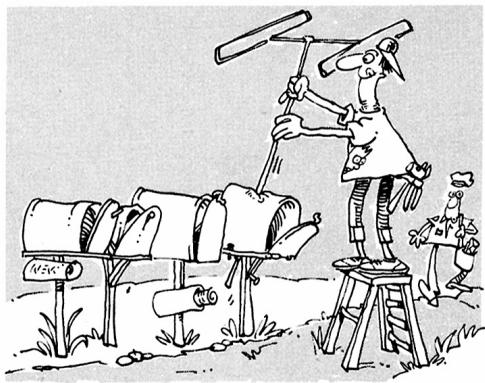
You go to bed and accidentally fluff up your head.



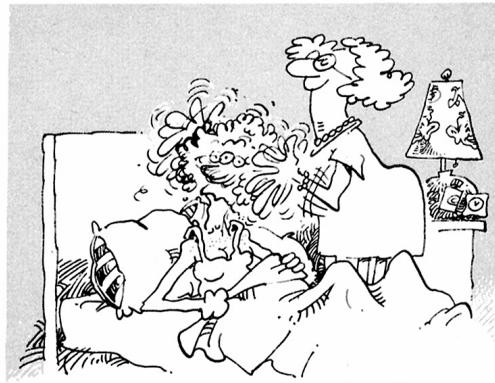
You're absolutely convinced that nostalgia is a thing of the past.



You've caught yourself waving "Goodbye" instead of "Hello" when answering the telephone.



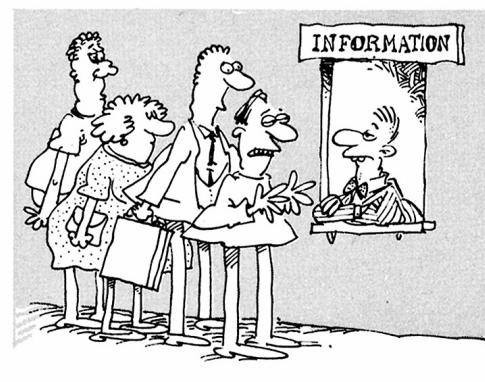
You put a higher antenna on your mailbox in an attempt to receive mail from people farther away.



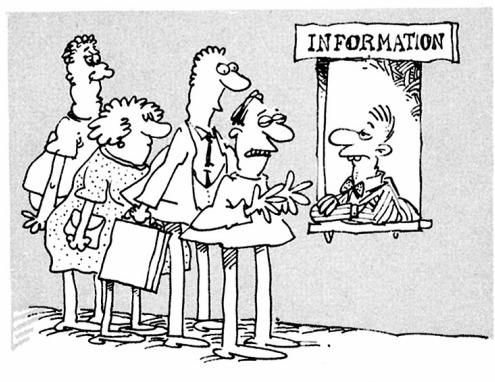
You go to bed and family members attempt to fluff up your head.



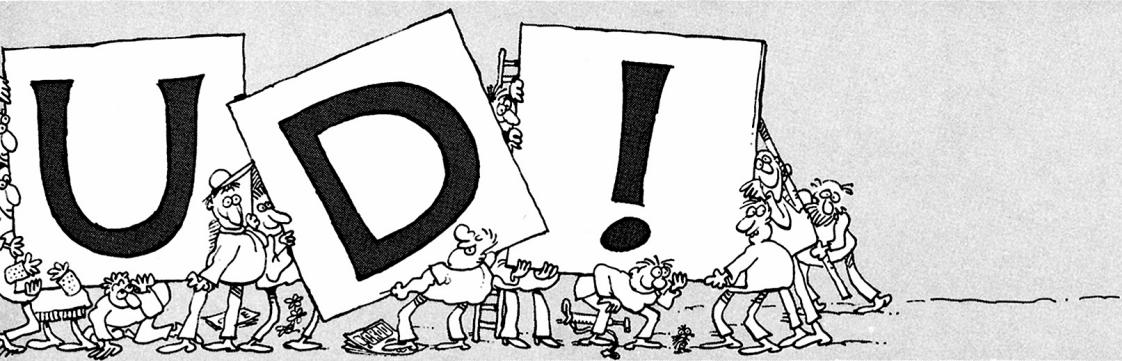
Your neighbor's radio blares at three A.M. and you angrily call him up to demand that he change the station at once.



People repeat everything they say to you because you look way too stupid to grasp things the first time around.

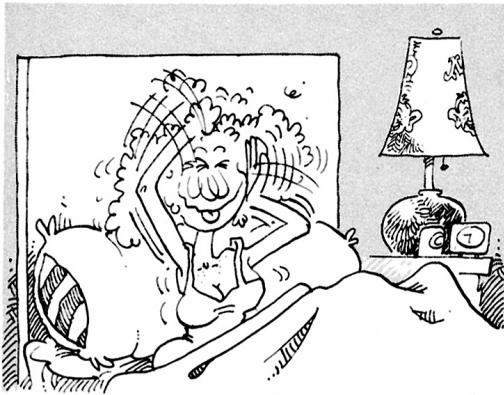


People repeat everything they say to you because you look way too stupid to grasp things the first time around.



ARTIST SERGIO ARAGONÉS

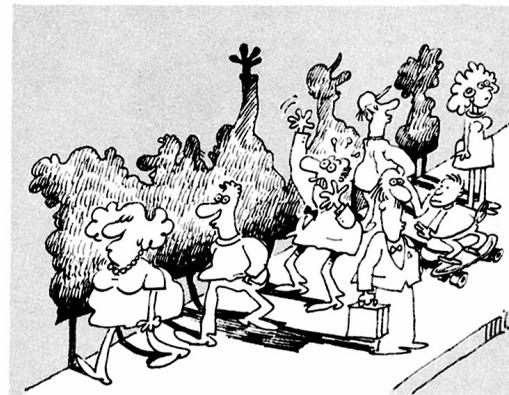
ORIGINALY PUBLISHED IN MAD #298, OCT 1990



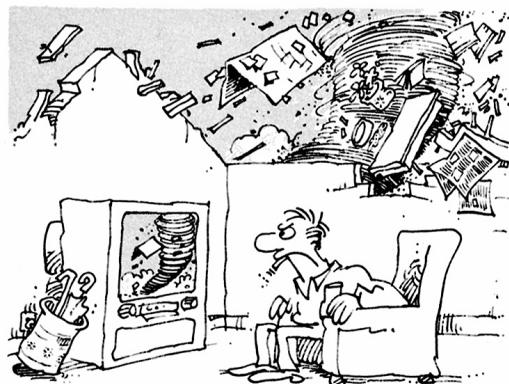
You go to bed and purposely fluff up your head.



You purchase season tickets to the Super Bowl.



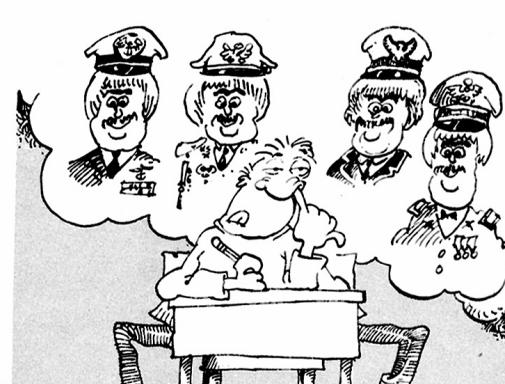
You have trouble picking your shadow out of a crowd.



You fret over the fact that they never mention what a hurricane's last name is.



You find yourself complaining to a waitress that the straw in your glass is upside down.



You find yourself wondering what branch of the military Captain Kangaroo was in.



Your biggest worry about marriage is getting that little ring over your loved one's head, down their arm and onto their second finger.



You find yourself trying to convince a policeman who's pulled you over for a burned-out headlight that he merely has one eye closed.



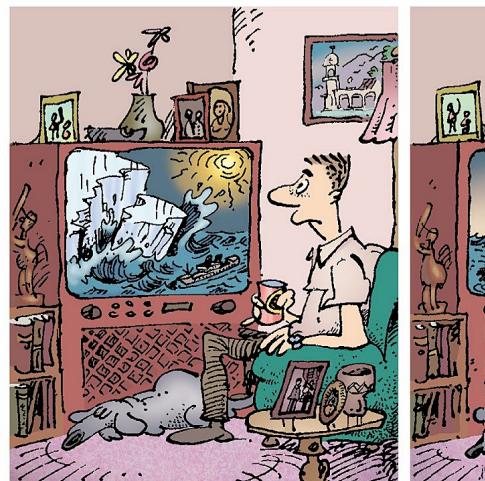
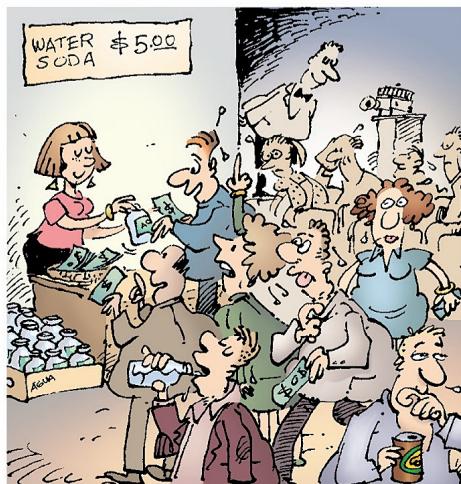
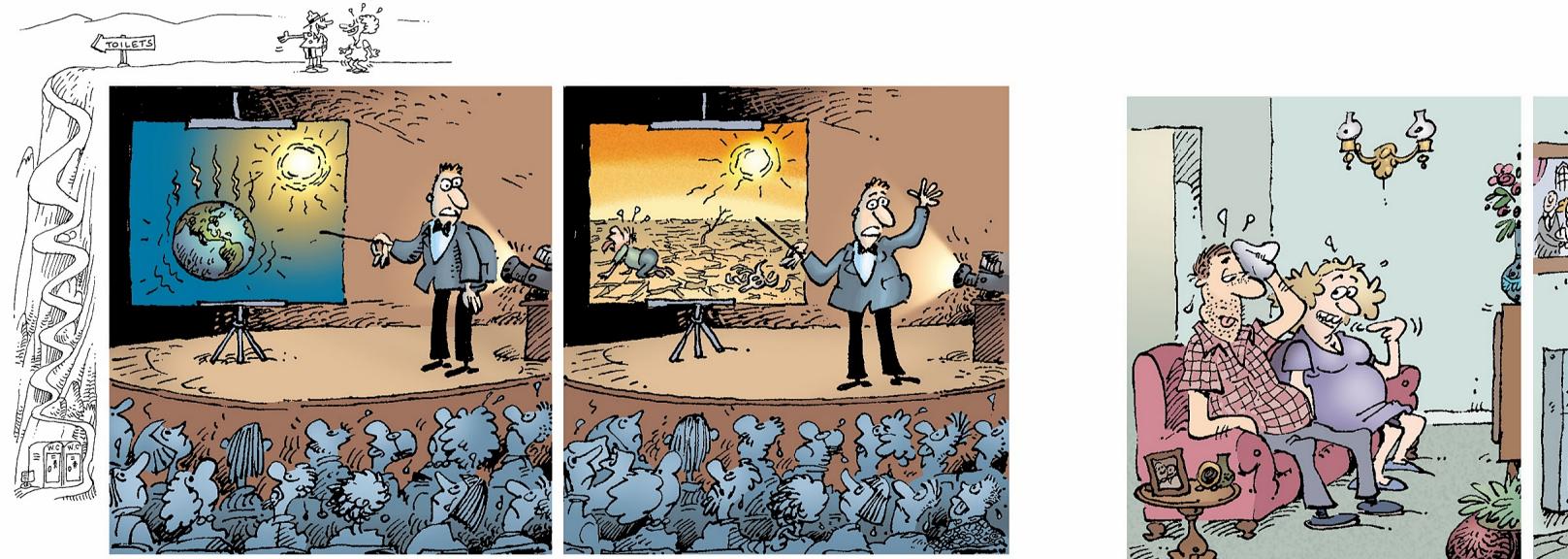
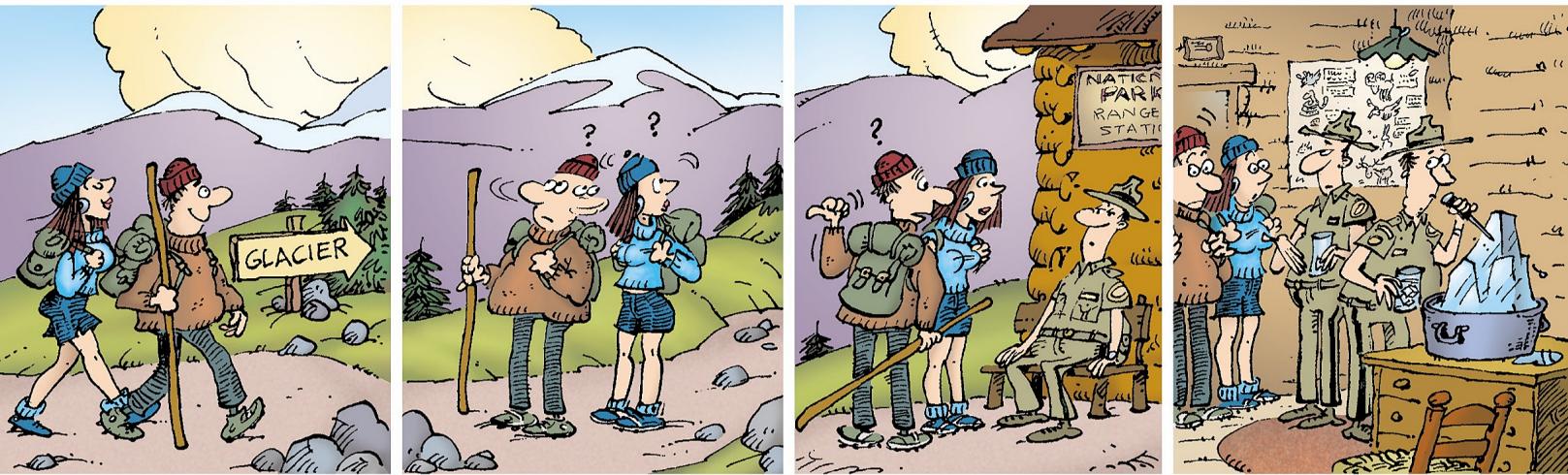
You worried about a sore that wouldn't heal, only to find out later that it was a natural body opening.



SERGE-IN GENERAL DEPT.

Sergio Aragones

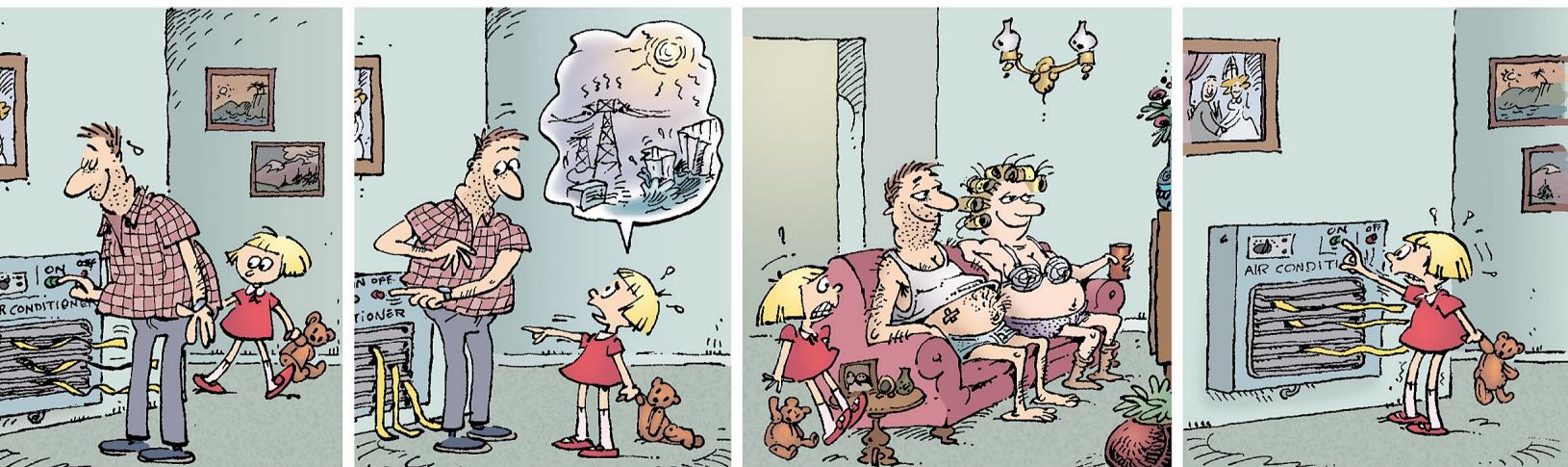
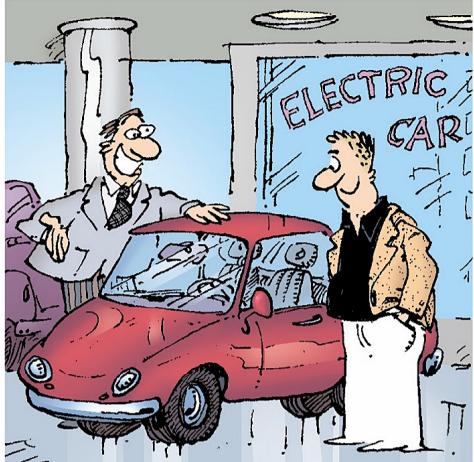
# PRESENTS A MAD LOOK AT

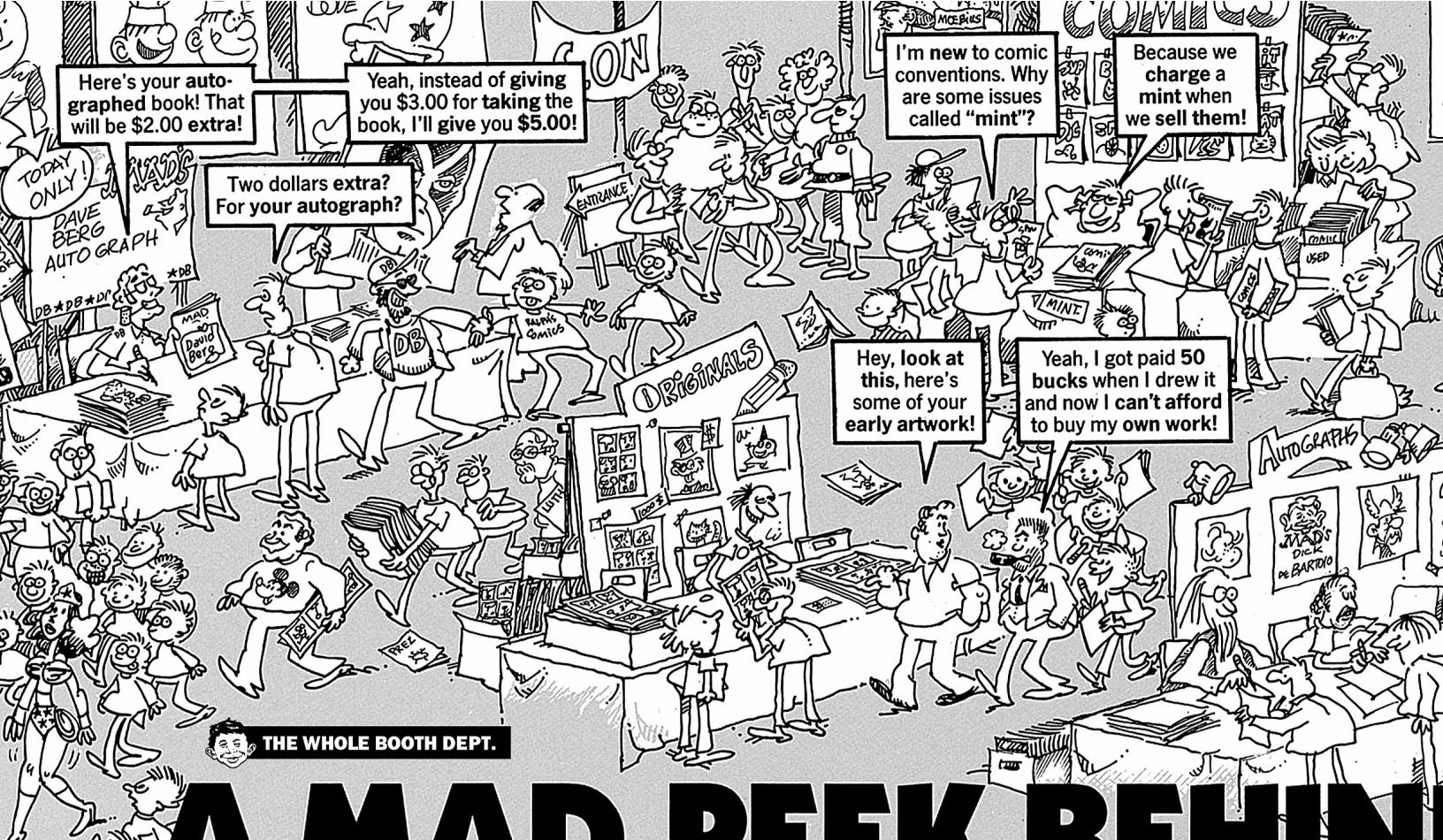


WRITER & ARTIST SERGIO ARAGONÉS

# GLOBAL WARMING

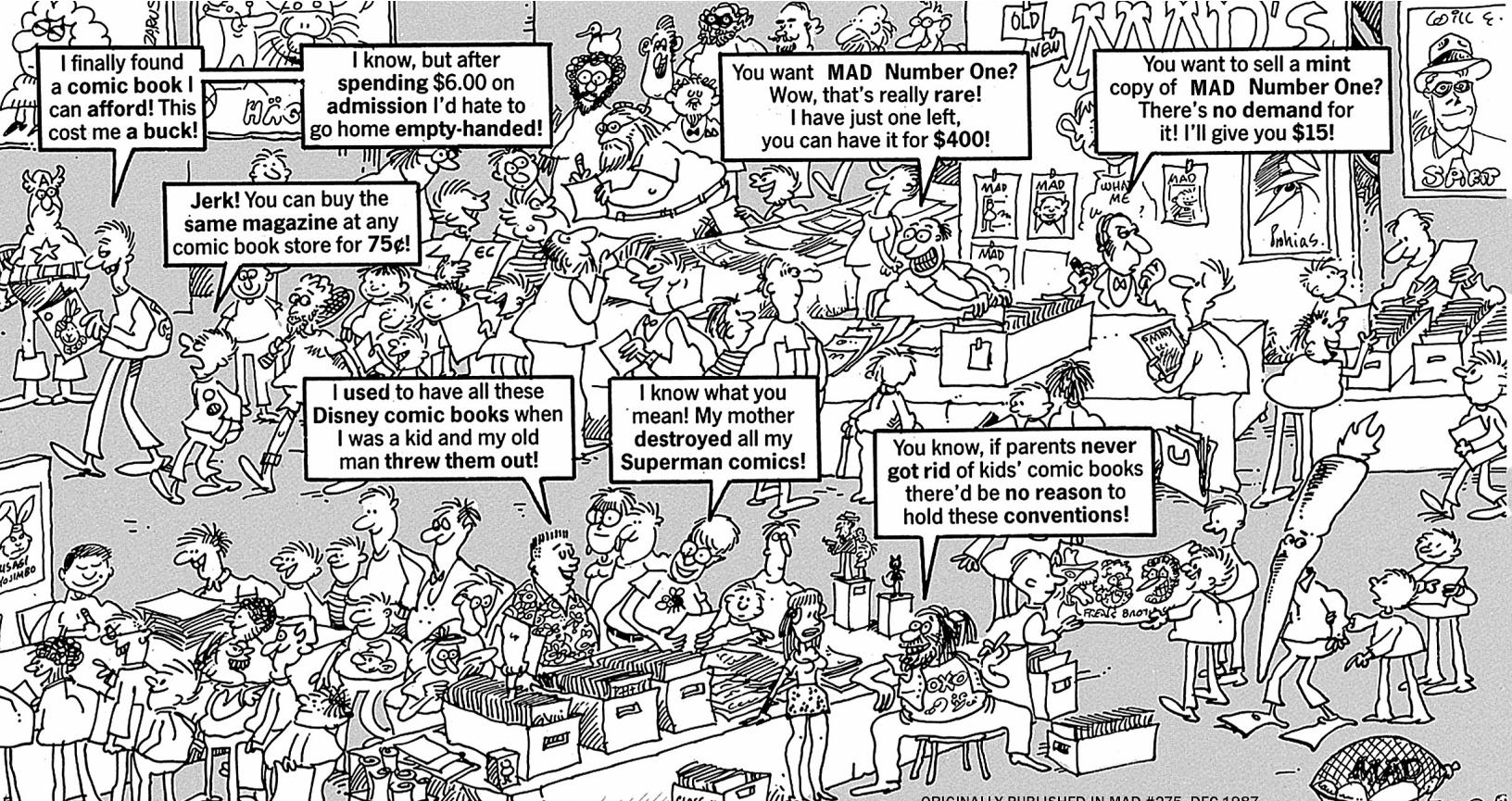
ORIGINALLY PUBLISHED IN MAD #479, JUL 2007





# A MAD PEEK BEHIND COMIC BOOK





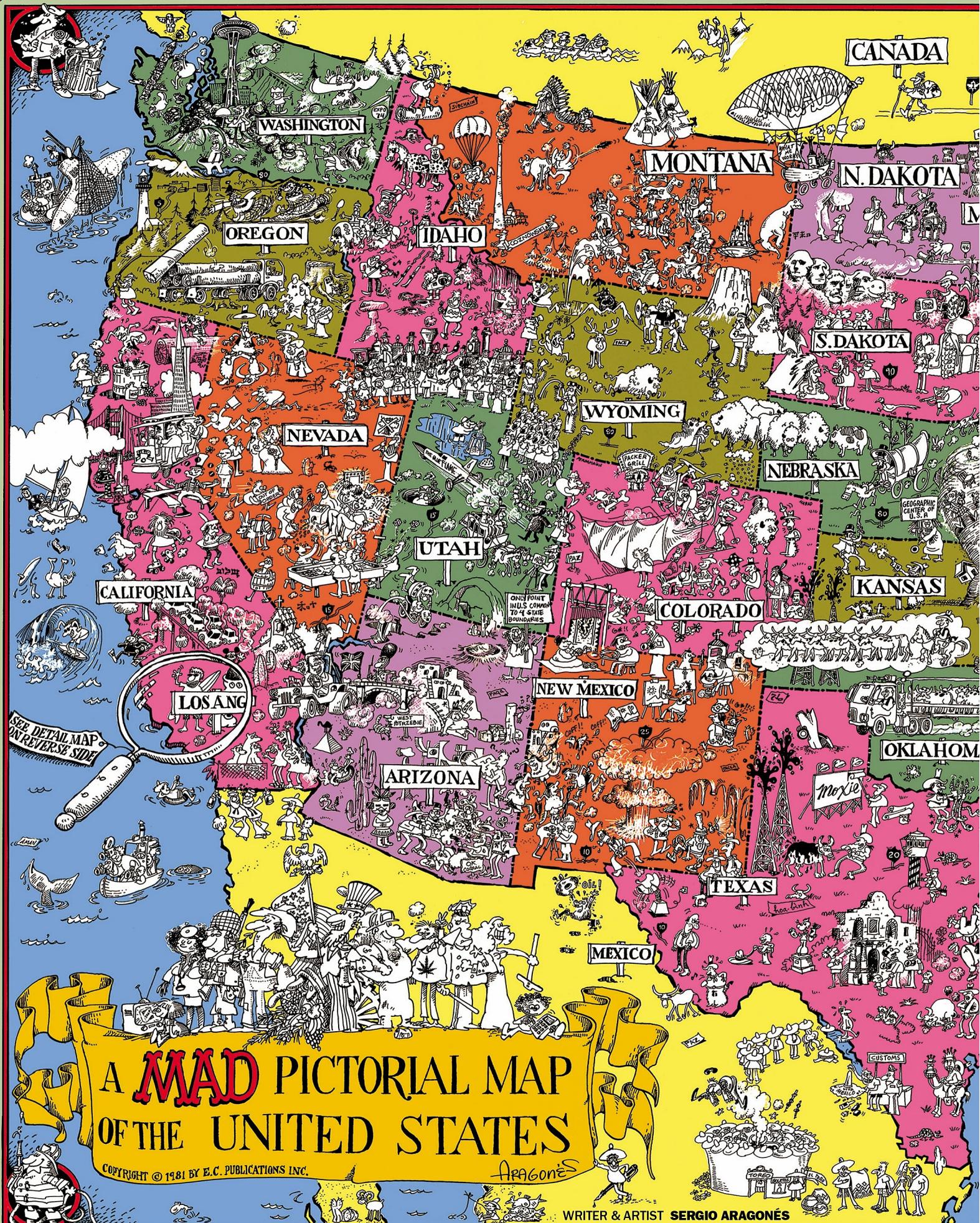
# ON THE SCENES AT A CONVENTION

IDEA JOEY TOWNSEL





LOCATION, LOCATION, LOCATION DEPT.

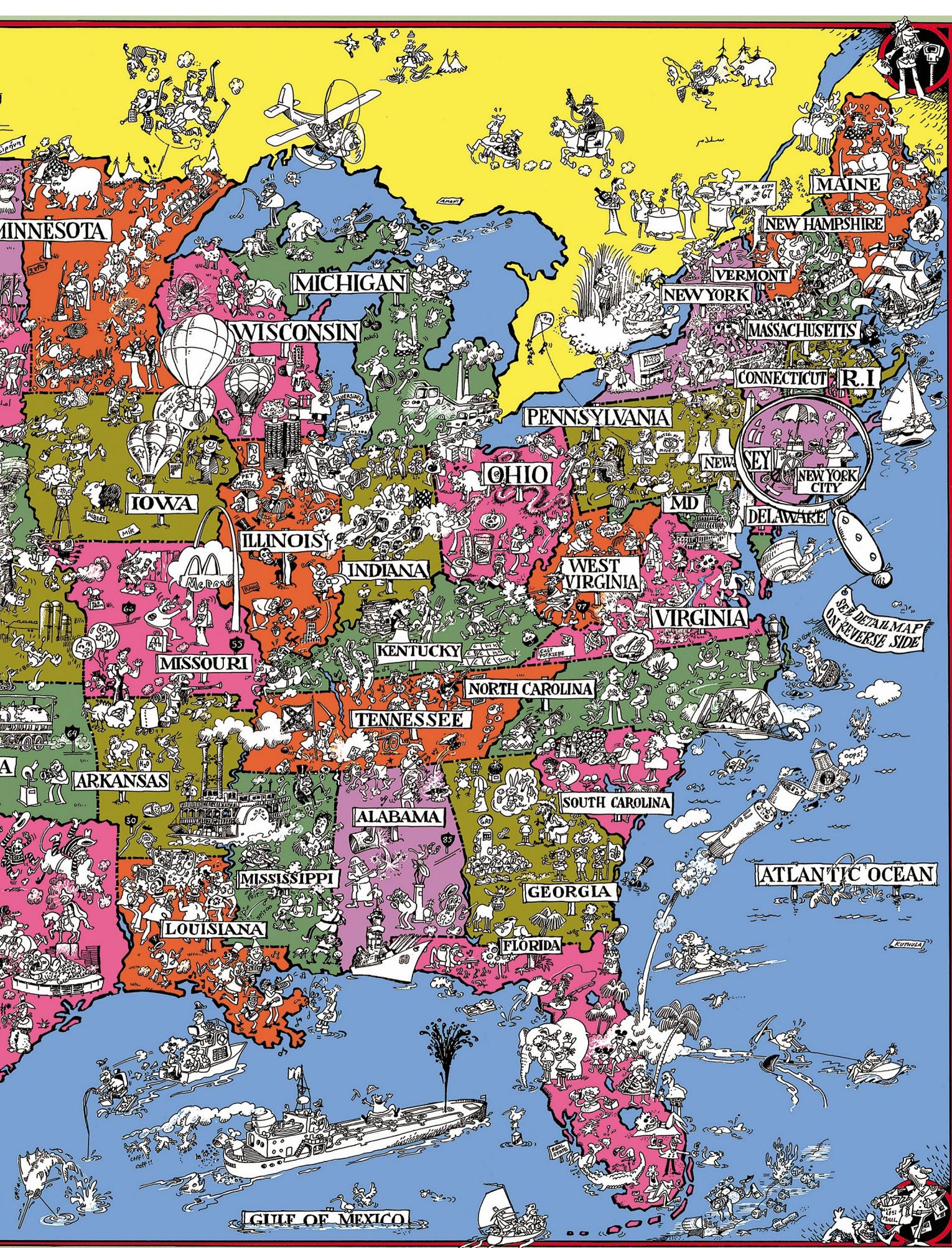


# A MAD PICTORIAL MAP OF THE UNITED STATES

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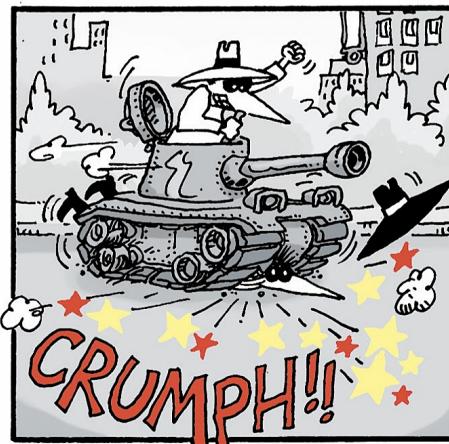
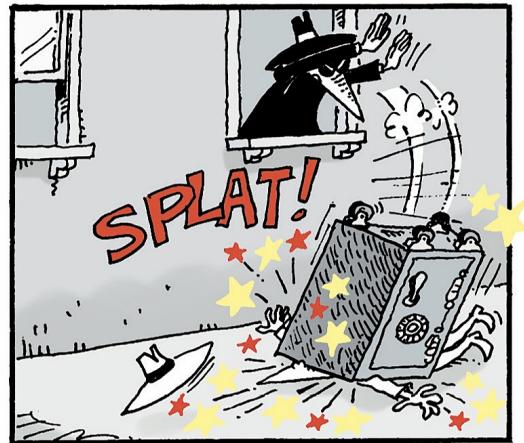
Aragones

WRITER & ARTIST SERGIO ARAGONES



ORIGINALLY PUBLISHED IN MAD SPECIAL #37, WINTER 1981

# Sergio Aragones PRESENTS SPY VS SPY





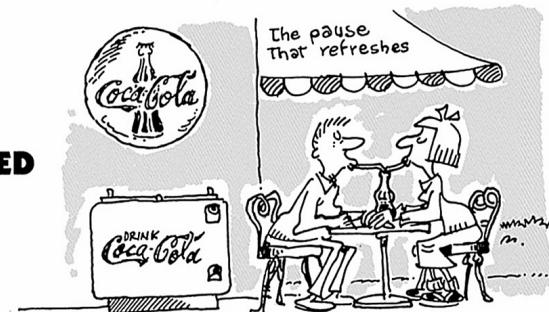
The average five-year-old thinks he's made a brilliant discovery when he smugly announces that any story beginning "Once upon a time..." is a fairy tale that didn't happen. Well, the average five-year-old is wrong! Many things dismissed as fantasy were very real in years gone by. Let MAD give you the straight poop on the way it was...

# Once Upon A Time...

WRITER TOM KOCH ARTIST SERGIO ARAGONÉS

....THERE WAS ONLY ONE TYPE OF COCA-COLA,

AND IT ONLY CAME IN ONE SIZE BOTTLE



—AND EVERYBODY SEEMED SATISFIED

...AND KIDS LEARNED

ALL ABOUT KINKY SEX FROM THEIR FRIENDS ON THE STREETS—NOT FROM GERALDO



...AND BASEBALL PLAYERS PLAYED FOR LESS MONEY

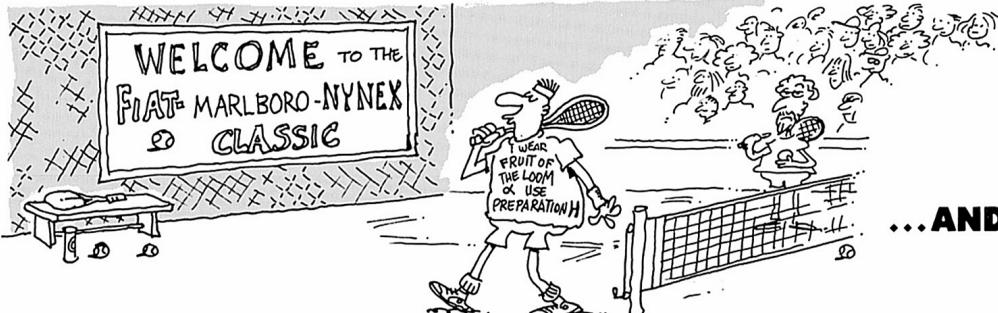
THAN THEY NOW GET FOR SIGNING AUTOGRAPHS AT CARD SHOWS



...AND RADIO STATIONS KEPT THE SAME CALL LETTERS FOREVER, EVEN IF THEY DIDN'T SPELL

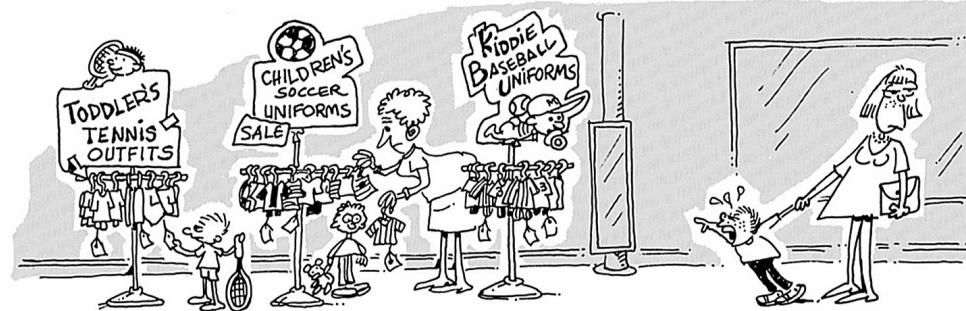
A TIME...THERE WASN'T ONE TENNIS TOURNAMENT IN THE WHOLE WORLD NAMED

COMPANY



...AND A KID COULD RIDE A

FOR EACH ACTIVITY



...AND YOU

ITEM BEFORE YOU KNEW WHETHER OR NOT YOU COULD AFFORD IT.

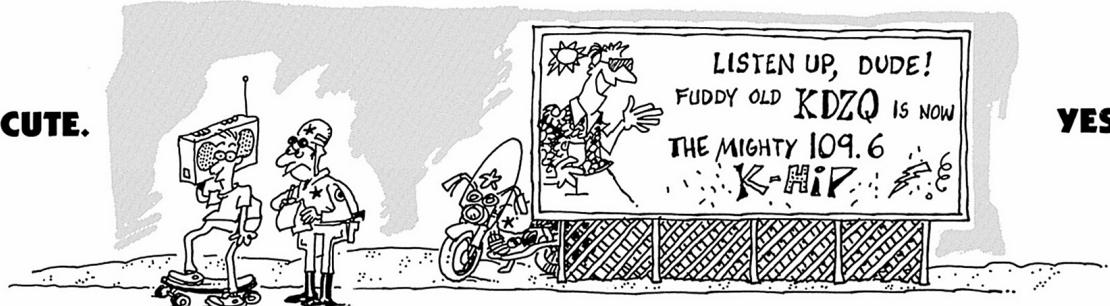
TO SELL \$8.95 WALL CALENDARS BECAUSE MOST OTHER BUSINESSES IN TOWN GAVE THEM AWA

PRIZED BASEBALL CARDS IN AN OLD CIGAR BOX—NOT A SAFETY DEPOSIT BOX



ANYWHERE ABOUT WHETHER OAT BRAN WAS GOOD OR BAD FOR YOU. IT WAS JUST FED TO

ANYTHING CUTE.



YES, ONCE UPON

AFTER A CIGARETTE MANUFACTURER OR A FOREIGN CAR MAKER OR A PHONE

BIKE OR PLAY TENNIS OR EVEN KICK A BALL WITHOUT HAVING TO WEAR A SEPARATE OUTFIT

DIDN'T HAVE TO WAIT FOR THE CASHIER'S SCANNER TO READ THE BAR CODE ON A GROCERY

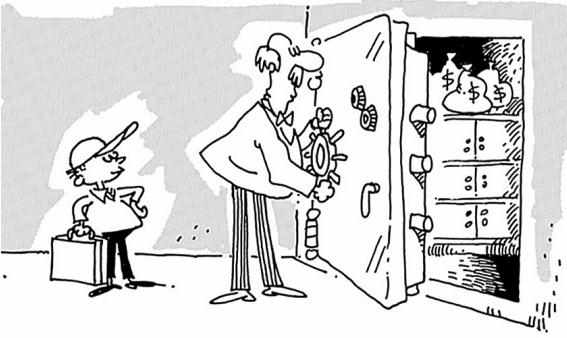


Y FOR FREE

...ONCE UPON A TIME...GIFT SHOPS DIDN'T EVEN TRY

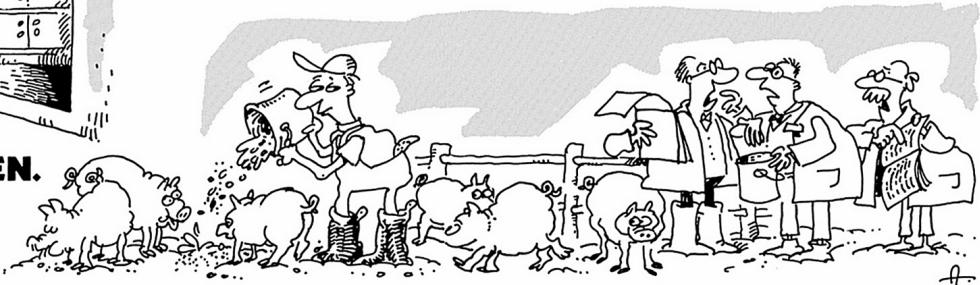


...AND KIDS KEPT THEIR MOST



...AND THERE WASN'T A SINGLE ARGUMENT

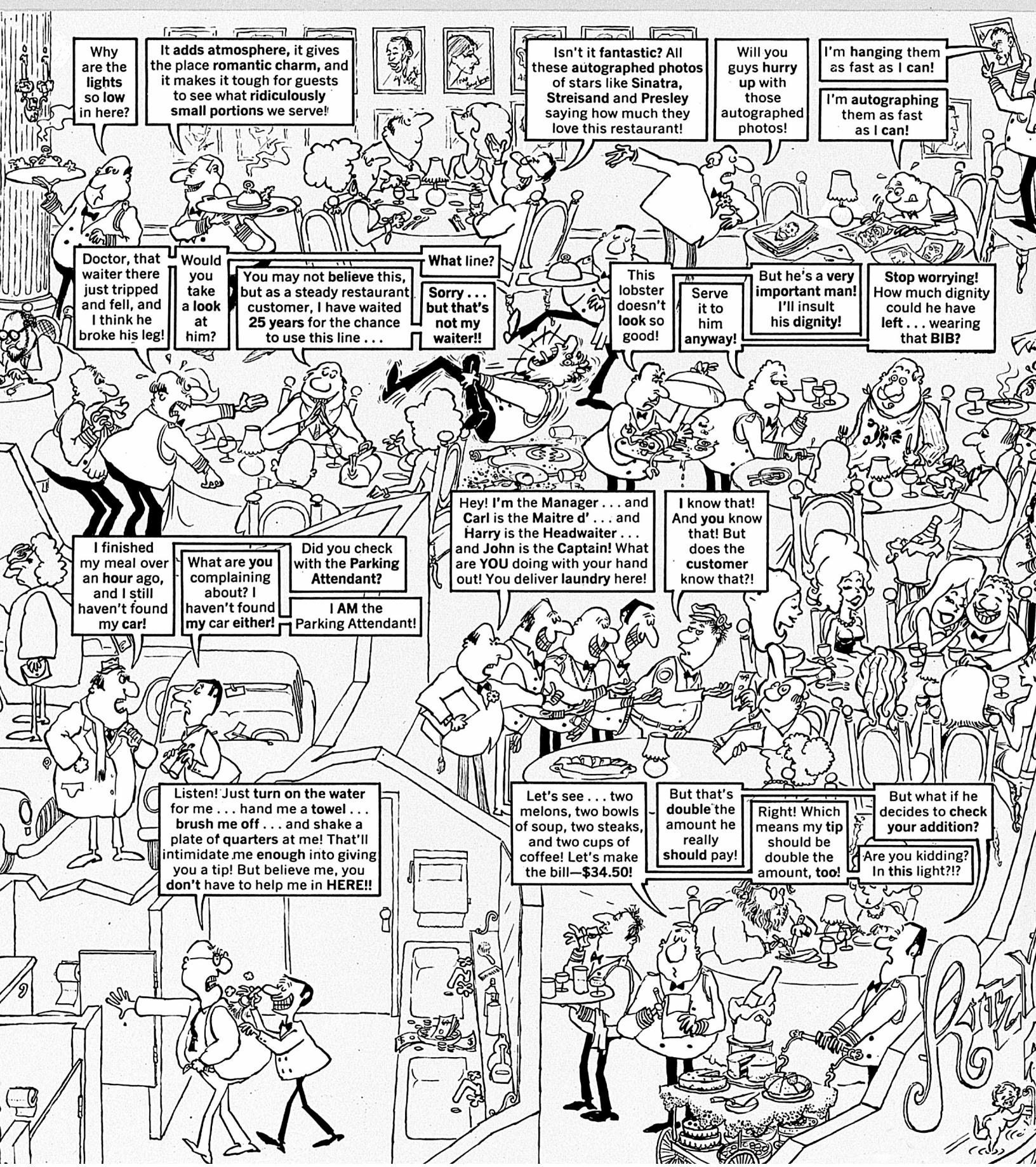
LIVESTOCK AND FORGOTTEN.



Okay, gang, here we go again with another visit behind the scenes of an American institution to

# A MAD PEEK BEHIND

WRITER LARRY SIEGEL



discover what new and inventive ways we the people are being shafted. Won't you join us for

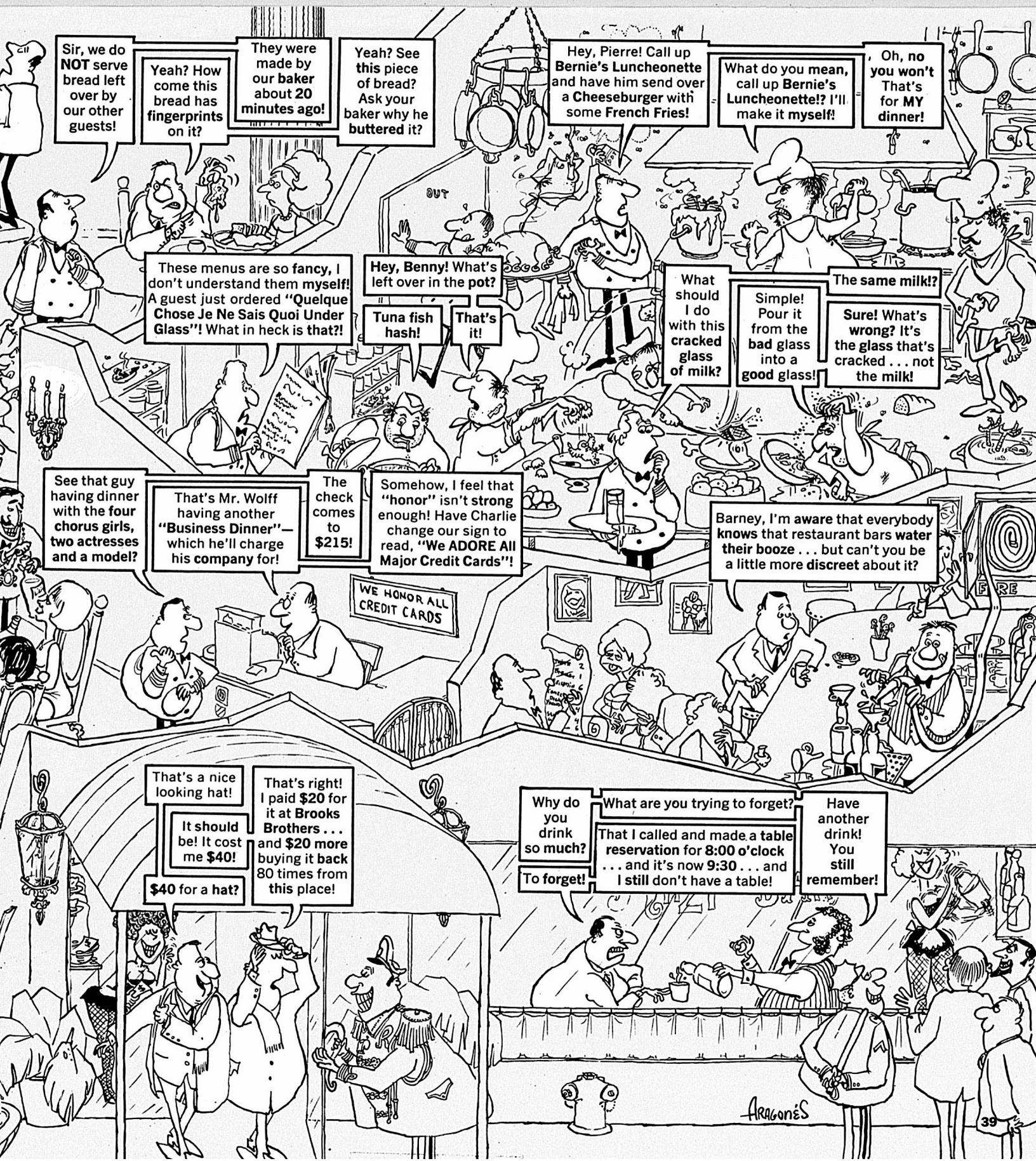
# THE SCENES

ARTIST SERGIO ARAGONÉS

## At A Fancy Restaurant



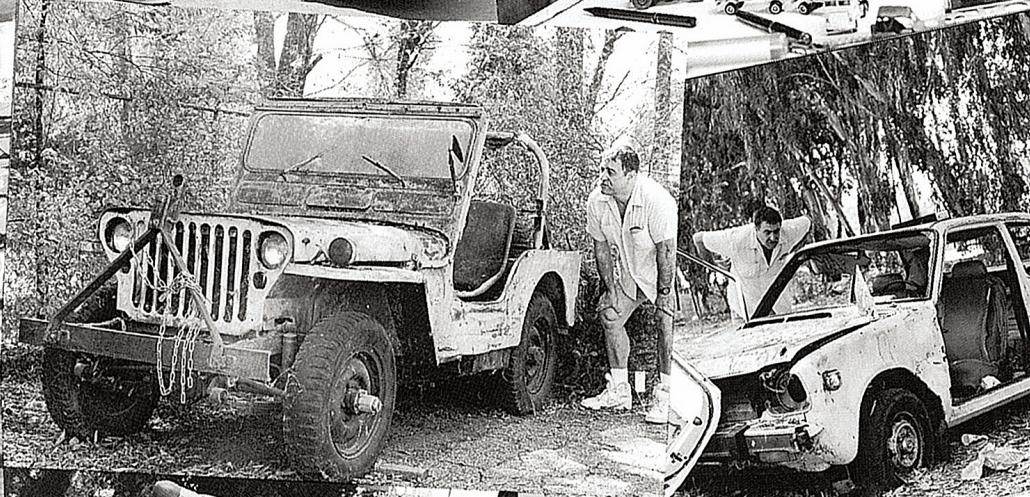
ORIGINALY PUBLISHED IN MAD #135, JUN 1970



SERGIO  
ARAGONES

# LOOKS AT CARS

DEAR Editors:  
SURPRISE! I'VE  
COME UP WITH AN  
ENTIRELY NEW WAY  
TO DO "SERGIO ARAGONES  
LOOKS AT CARS". HOW  
DO YOU LIKE IT? S.



MAD

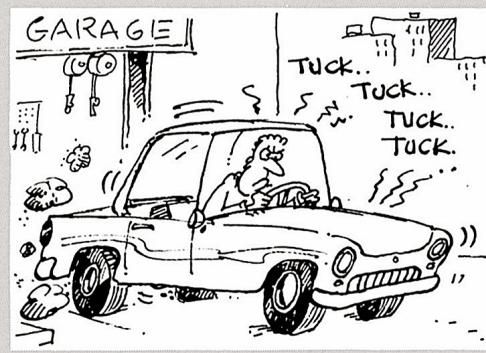
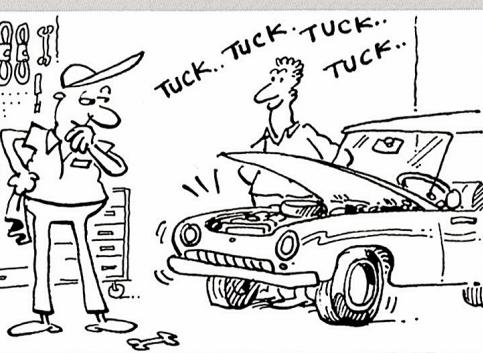
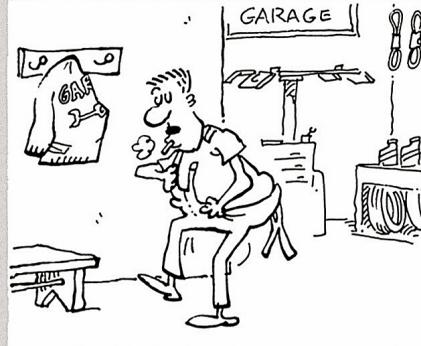
Dear Sergio!  
How do we like it? About as much as  
we like having a bad skin rash! Pick  
up your pen and go back to your old  
way of doing things--now--gracias!

John &  
Rick

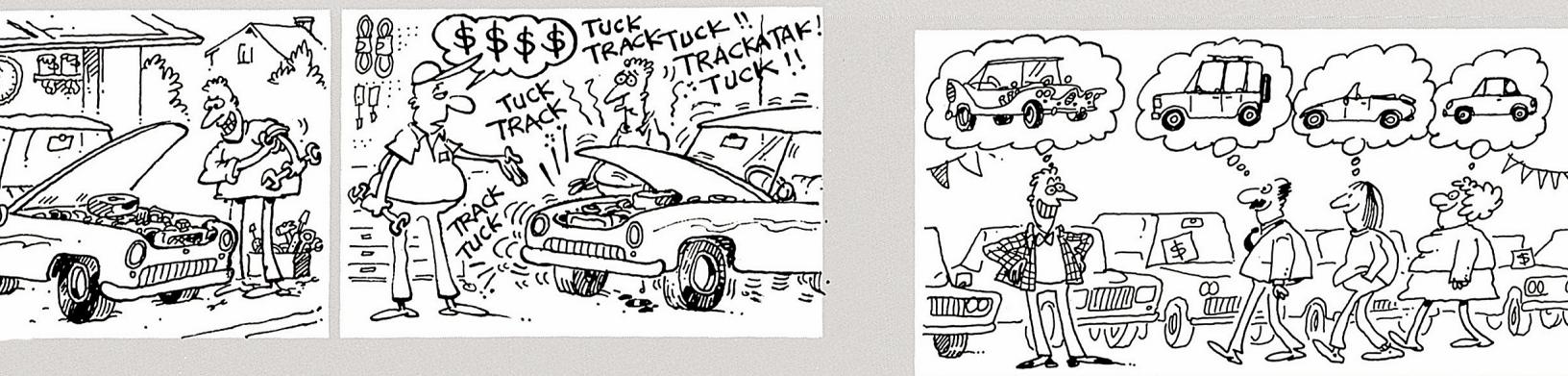
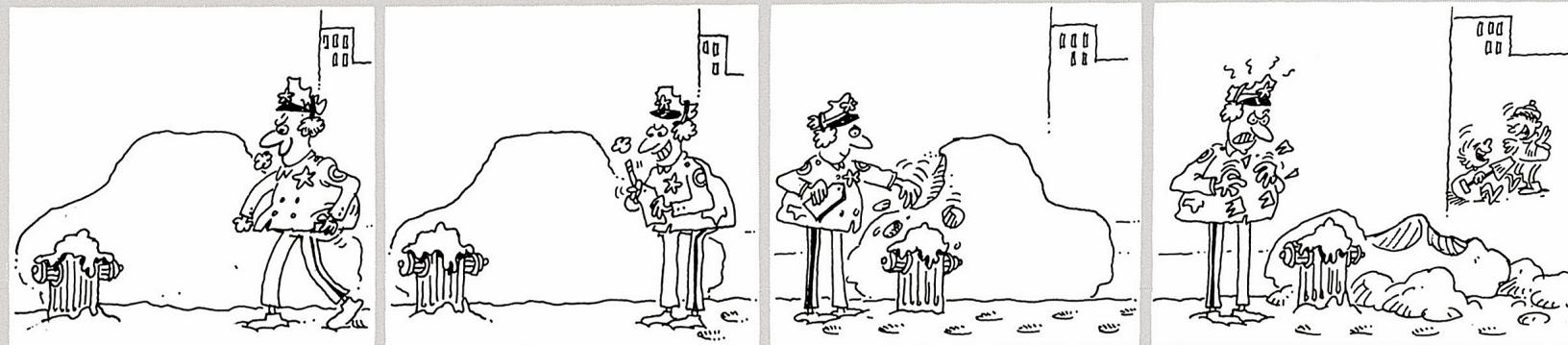


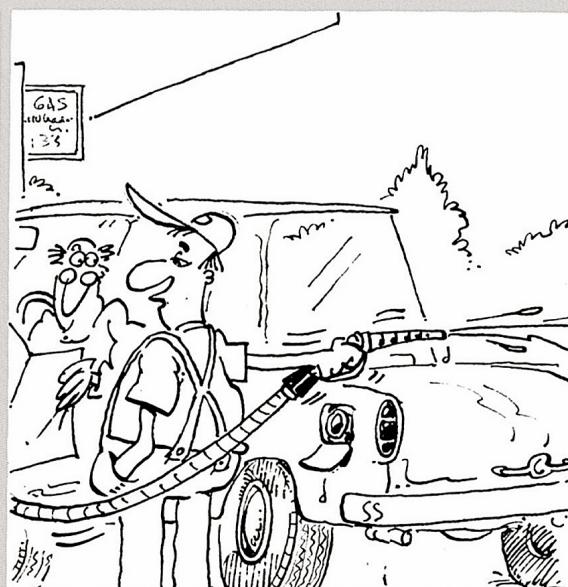
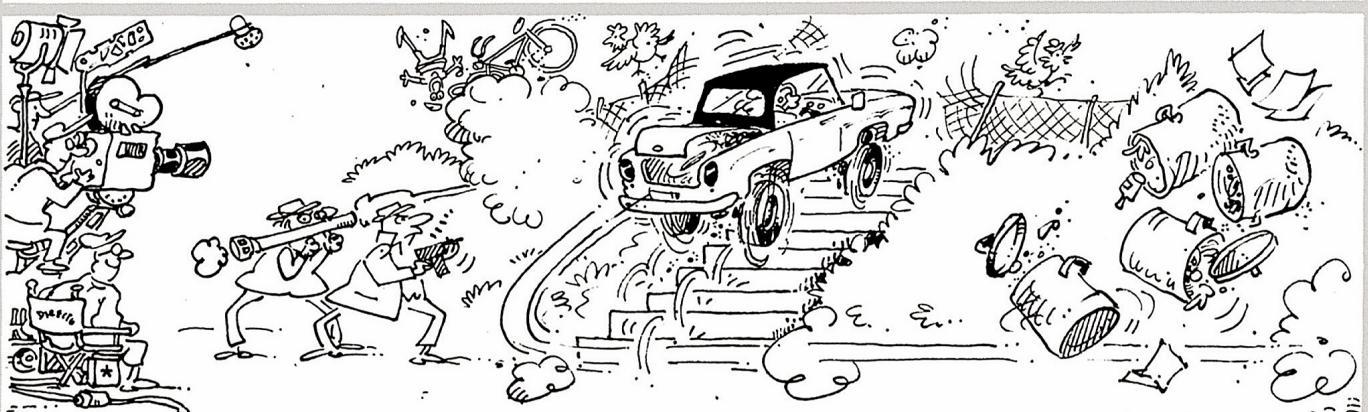
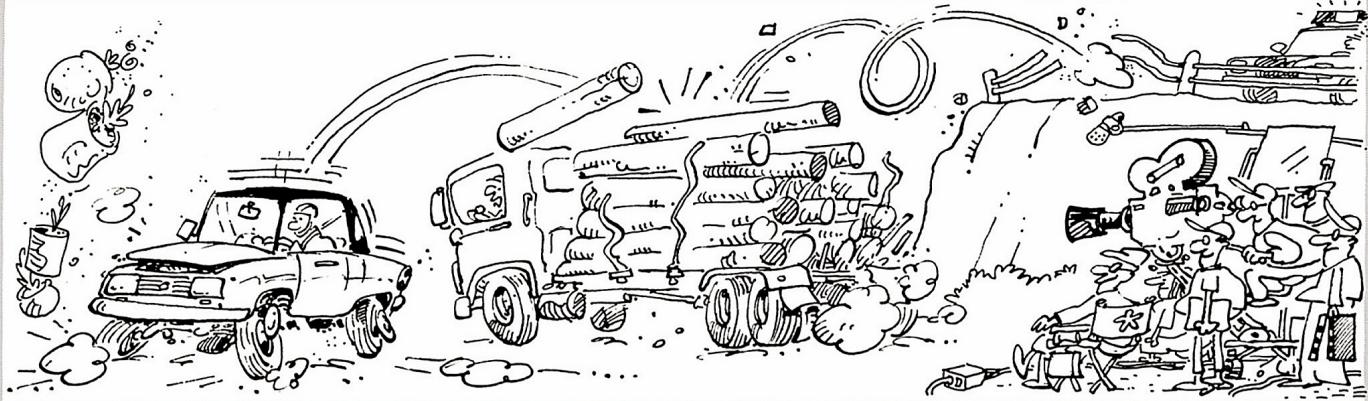
SERGE-IN GENERAL DEPT.

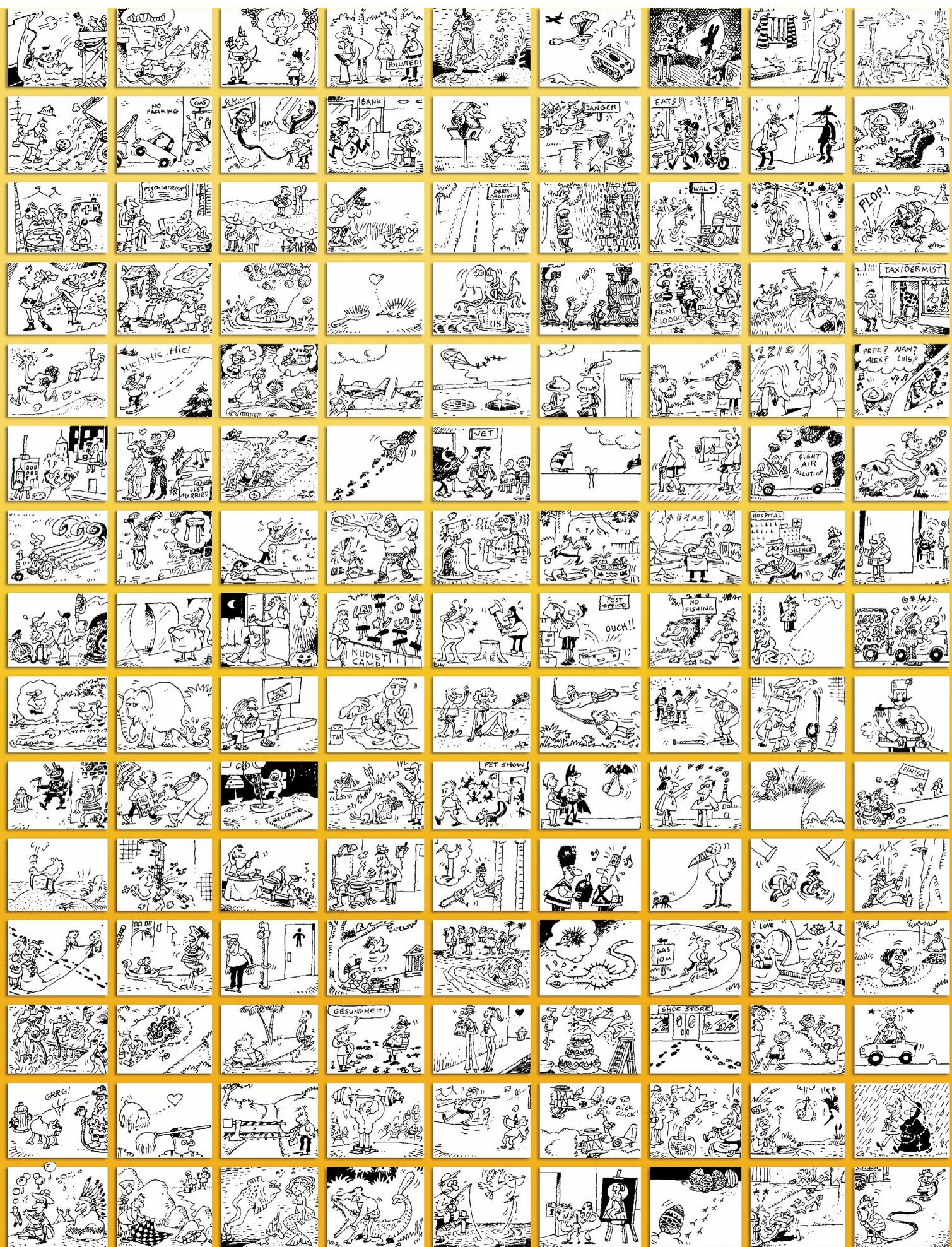
# A MAD LOOK AT

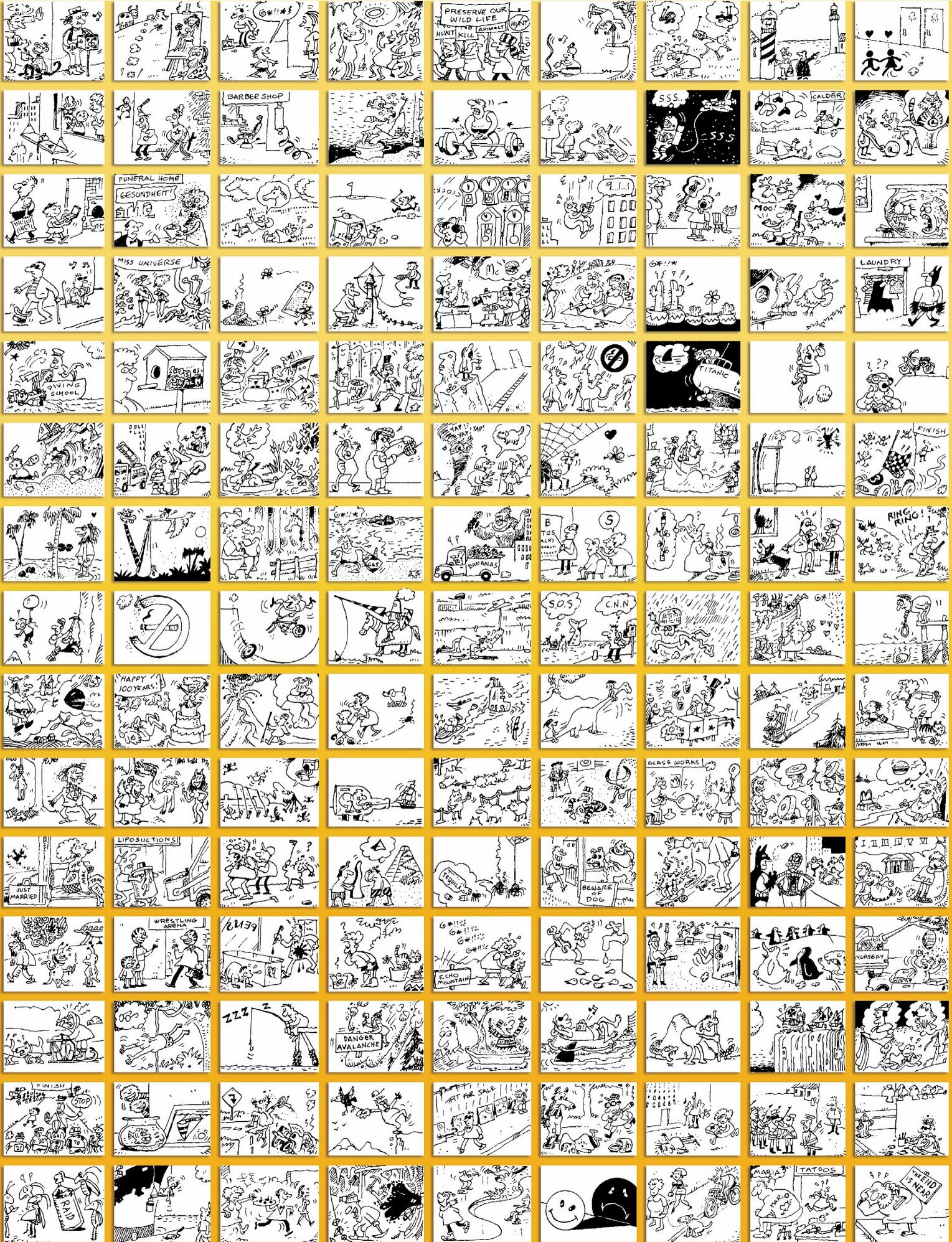


# CARS



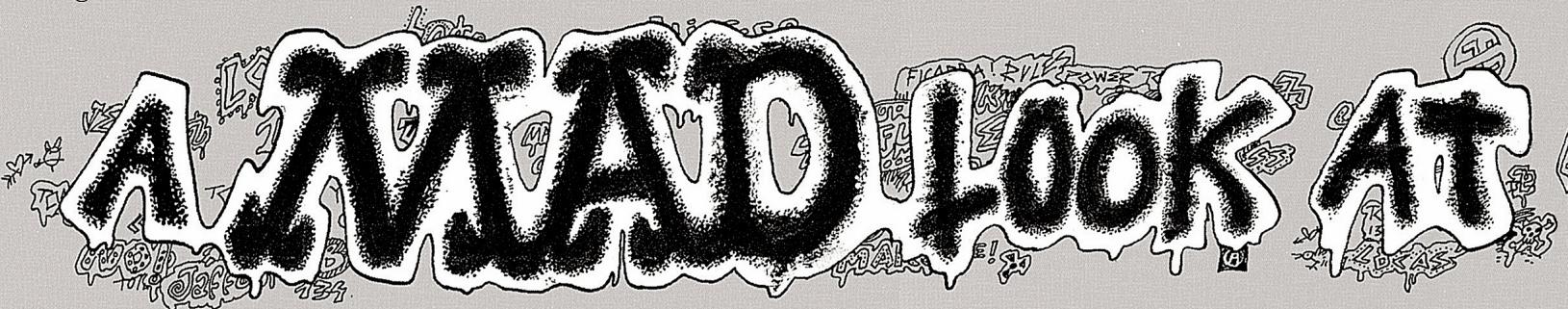






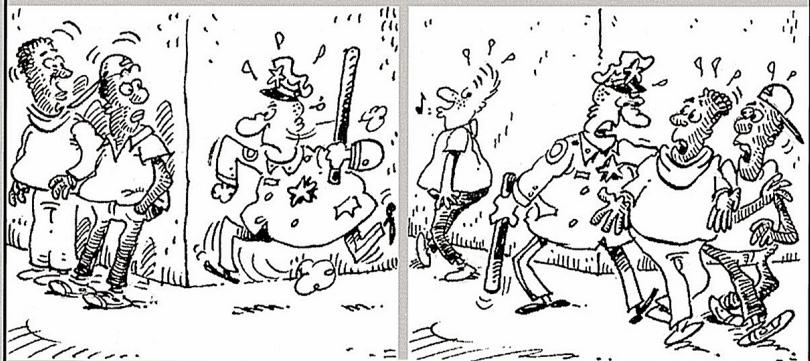
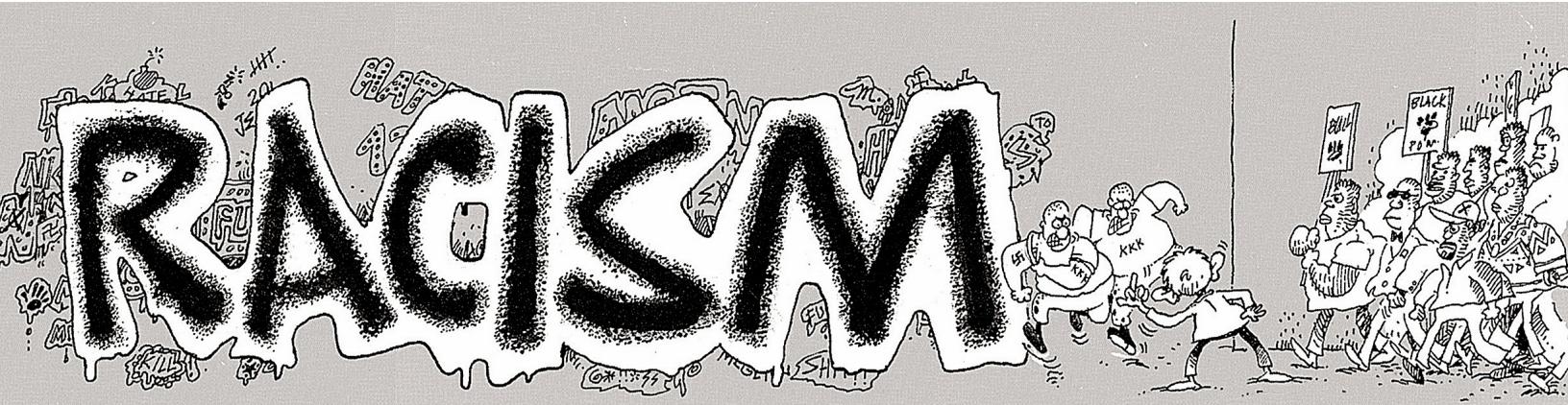


SERGE-IN GENERAL DEPT.



WRITER & ARTIST SERGIO ARAGONÉS





# ¡GRACIAS, SERGIO!

To a MAD man who's taken many MAD Looks at life's absurdities, twists, and paradoxes to reveal what lurks in the heart of humanity. Your contributions to this magazine have been much more than marginal!

Your artwork and outlook have influenced more of MAD than we could fit into a single issue.

*¡Siempre serás uno de nuestros mejores Idiotas!*



ARTIST SERGIO ARAGONÉS



#### STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

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Daniel Cherry III, General Manager, MAD, November 2, 2020

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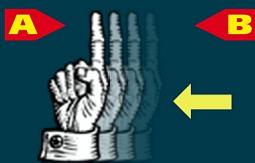
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HOW DOES  
SERGIO ARAGONÉS  
COME UP WITH  
SO MANY  
MARGINALS?

## HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

For over a half century, Sergio Aragonés has made cartoons for MAD. A prolific artist of the highest caliber, he is celebrated for creating thousands of tiny vignettes famously known as "marginals." How does he come up with so much material? To find out, fold page in as shown.

SWIPE FROM B TO A TO FOLD



A

B



Sampson

HIS MIX OF WRY HUMOR AND SPEED IS UNMATCHED. SERGIO IS SIMPLY THE BEST. THE MAD LEGEND IS ALONE IN THE TOPMOST ECHELON OF ADMIRED CARTOONISTS. HIS VAST OEUVRE IS IN SOMEWAYS INNOCENT, BUT IS MOST OFTEN VERY MISCHIEVOUS. HIS BEST WORK IS A SWIFT PUNCH IN THE GUT AND A TICKLE OF THE FUNNY BONE SIMULTANEOUSLY. THIS CRAZY WORLD IS A MUCH BETTER PLACE WITH THE MAESTRO HELPING US LAUGH AT IT ALL. ¡MUCHAS GRACIAS, SERGIO!

A

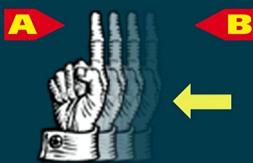
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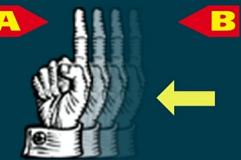


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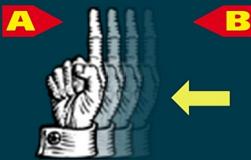
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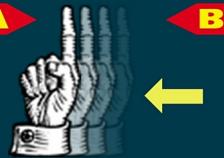
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with so much material to fill out half pages as shown.

SWIPE FROM B TO A TO FOLD



A

B



HIS MIX OF TWISTED HUMOR AND SPEED IS UNMATCHED. SERGIO IS SIMPLY THE BEST. THE MAD LEGEND  
IS ALONE IN THE TOP MOST FORE IN THE AMERICAN CARTOONISTS. HIS WORK DERIVES IN SOME WAYS  
INNOVATION, BUT IS MOST OFTEN VEERY IRONIC. HIS WORK IS A SHOT PUNCH IN THE  
GUT AND A TICKLE OF THE MASTERS. HE IS A VISIONARY. THIS CRAZY BOY IS A MUNCHIE IN  
PLACE WITH THE MASTERS. JOHNNY SAMPSON

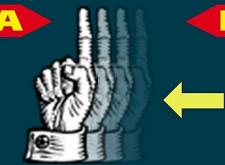
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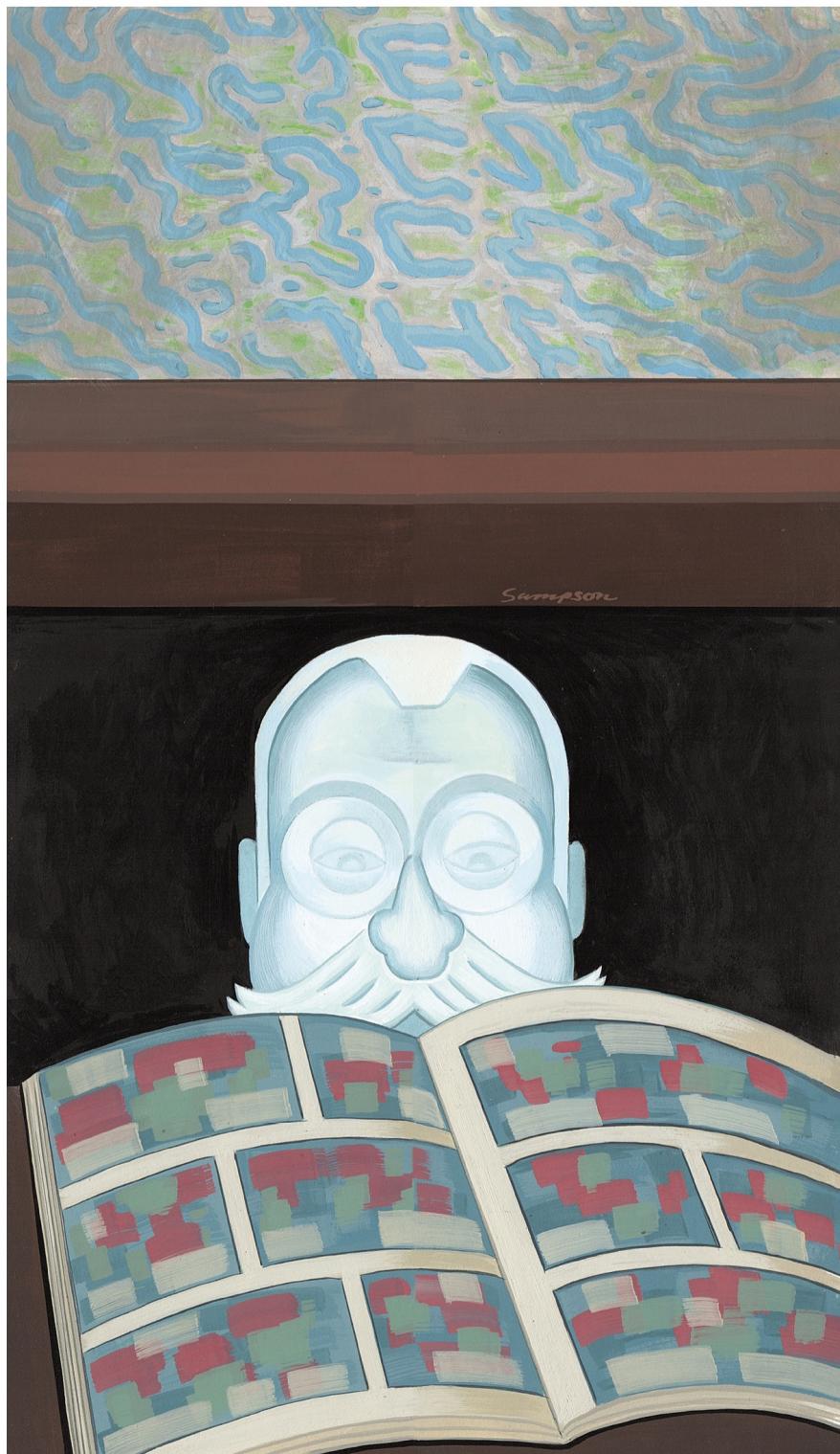
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MARGINALS?

SWIPE FROM B TO A TO FOLD



A B



HIS MIND  
IS ALWAYS  
IN THE  
GUTTER

A B



## After you let your fingers do the walking!

**Yep, after you shop the Yellow Pages way,** you'll have to soak your fingers in Epsom salts!

Why? Because fingers just aren't made for all that walking! We'll show you what we mean: Let's say you're out of Epsom salts. Okay, you'll shop by phone for some. Simply look up "Epsom Salts" in the handy Yellow Pages. There it is—No, that's an "Epsom Salts Manufacturer"! Now what? Try "Drug Stores"—they should carry it! Let's see: "Drug Importers," "Drug Manufacturers," "Drug Store Fixtures"—Ahh, here it is: "Druggists, Retail—See 'Pharmacists'"! More walking! Okay—"Pharmacists"—Hmmm—"Pharmaceutical Machinery," "Pharmaceutical Research Laboratories," "Pharmaceutical Manufacturers"—Ahh! At last! "Pharmacists"! Ho-Boy! Did you ever see so many "Pharmacists"? Okay, let's find one nearby. Start walking down the list. By now, your poor sore fingers are really killing you! See what we mean? You better let your feet do the walking next time. They're made for it!

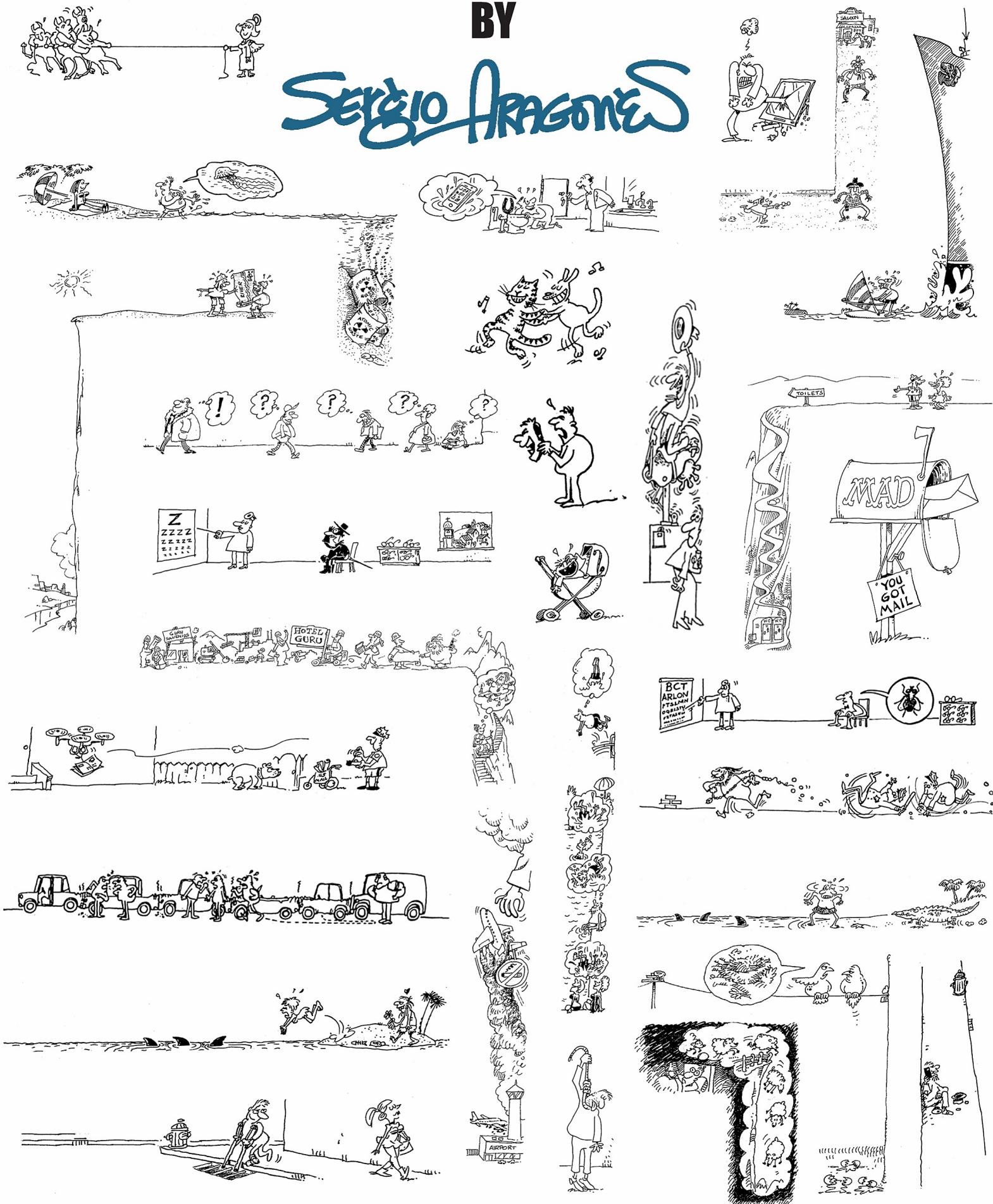


A MAD AD PARODY

# DRAWN OUT DRAMAS

BY

Sergio Aragones



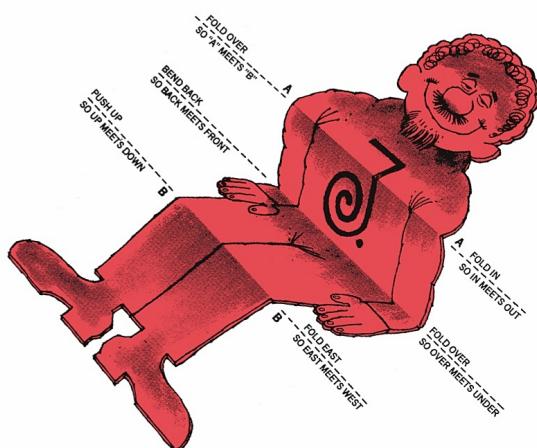
# SERGIO'S **MAD** TRAVELS

## DIGITAL EDITION **BONUS MATERIAL!**

Delight in dissecting comic-strip heroes with MAD's guide to cartoon anatomy! This 1983 feature uncovers spinach-enhanced musculature, blank-out eyes, mysteriously missing mouths, and more. From the abnormal brains of Drs. Frank Jacobs, Jack Rickard, and mad mastermind Sergio Aragonés.

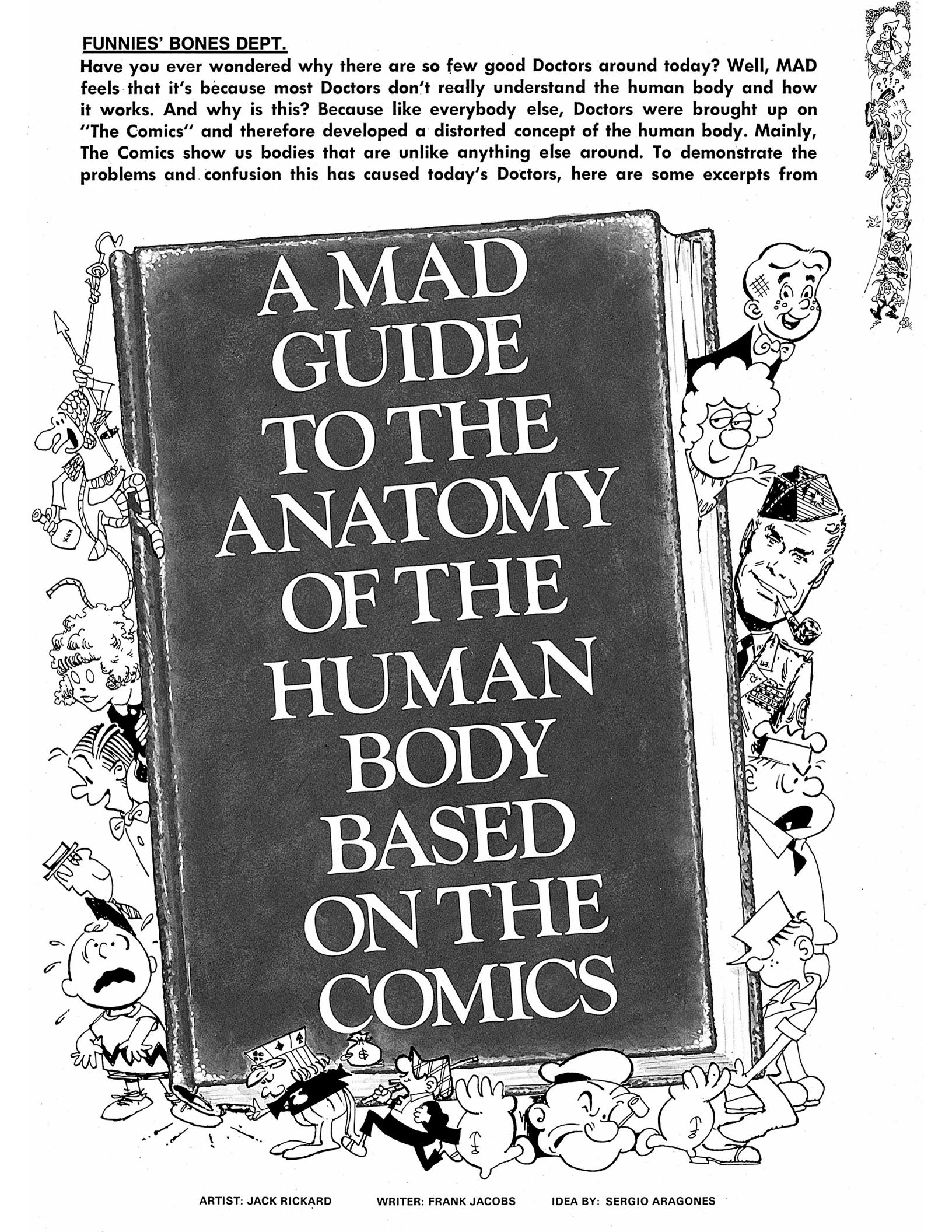


MAD fans unite around some iconic Idiots in a classic fold-in—but what is the one thing that really brings MAD readers together? See if you can guess the answer.



FUNNIES' BONES DEPT.

Have you ever wondered why there are so few good Doctors around today? Well, MAD feels that it's because most Doctors don't really understand the human body and how it works. And why is this? Because like everybody else, Doctors were brought up on "The Comics" and therefore developed a distorted concept of the human body. Mainly, The Comics show us bodies that are unlike anything else around. To demonstrate the problems and confusion this has caused today's Doctors, here are some excerpts from



A MAD  
GUIDE  
TO THE  
ANATOMY  
OF THE  
HUMAN  
BODY  
BASED  
ON THE  
COMICS

# THE EYES

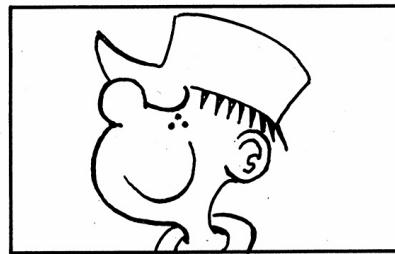
In many cases, a "normal" eye is not necessary for vision!



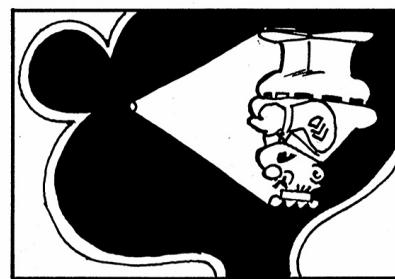
Contrary to accepted medical opinions, some humans do not need pupils in order to see. However, this rare condition (known as *annieus orphanius*) occurs only in certain types of people who also never age.



Images are sent to the brain via solid tinted tubes, like modern-day fiber optics. The result is seeing everything through rose-colored glasses.



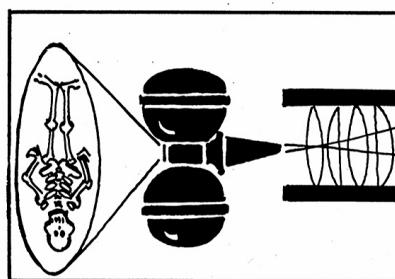
Occasionally, some humans can see without having eyes at all. This rare condition (*beetleus yardbirdis*) causes that person to appear as if he's fast asleep while he's really awake, and vice-versa.



Images are absorbed through pinholes in cheeks that resemble freckles. Vision can only be activated by loud, raucous military commands.



Some humans are able to see through solid objects and to spot things happening miles away. People with this rare condition (*kryponus x-rayus*) often wear eyeglasses, even though totally unnecessary.



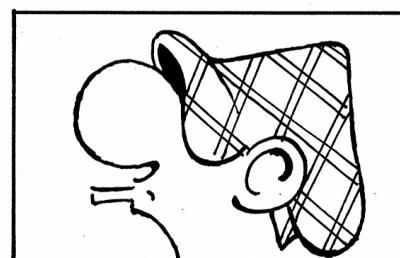
This intricate mechanism for vision is composed of a pair of telescopic lenses linked up with an alternative pair of miniature x-ray machines.

# THE NOSE

The size and shape of the nose often determine willpower and determination.



A hooked nose (*tracy bumpus*) is the sign of a person who relentlessly pursues a goal, regardless of any personal danger. Even after 50 years, he'll still stick to his job.



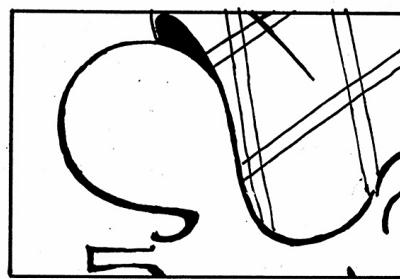
A bulblike nose (*andicappus handicappus*) indicates lack of willpower and inability to complete a given job or task. The nose, like the person, has no clear direction.



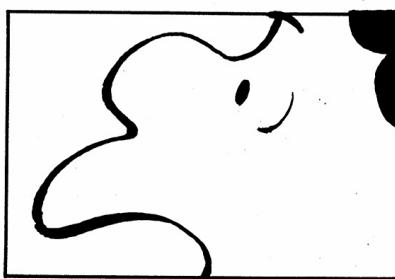
A small, peanut-shaped nose (*lucyus obnoxious*) indicates a powerful determination on the part of its possessor to achieve goals regardless of any damage done to others.



A keen sense of smell helps this nose sniff out dangers which may be threatening the safety of the entire body.



Through frequent abuse, this nose begins to turn bright red, this condition being known as *proboscis inebrius*.



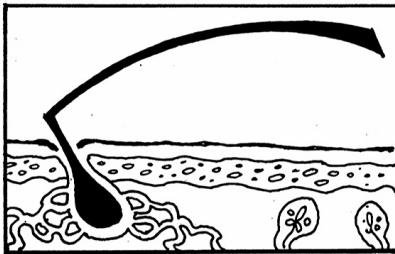
At first, this nose appears subordinate to the mouth. That's because the mouth is much larger than normal.

# THE HAIR

Hair growth and hair quality depend entirely on the diet.



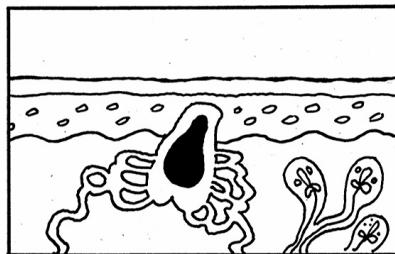
This common disorder of the scalp (*dagwoodus cowlickus*) occurs after long years of combining many varieties of foods into one sandwich.



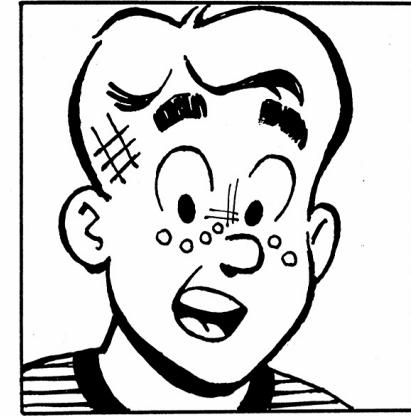
Hair follicle is damaged, and hair grows abnormally.



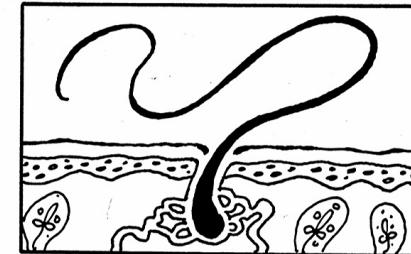
Total baldness (*warbuckus extremus*) can be traced to a diet of rich gourmet food, gooey desserts, and very expensive wines and champagne.



Hair follicle is dead and unable to function at all.



This thick, full, healthy head of hair is the result of eating hamburgers, pizza, French fries, malteds, and other types of "fast food."



Hair follicle is healthy and hair behaves normally.

# THE SKULL

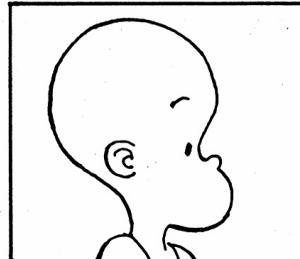
The shape of the skull determines how a person functions in everyday life.



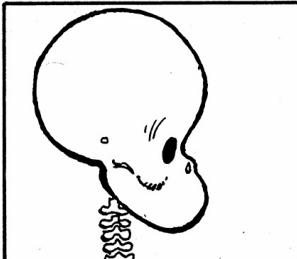
A rectangular skull is the mark of a highly-evolved and intelligent individual. Such people are born to lead. They are usually very handsome, and they always have perfect teeth.



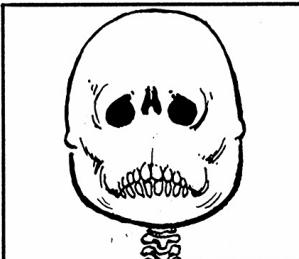
A sloping forehead is found on an individual who has not yet completed his evolutionary cycle. Note the protruding lower tooth . . . a telltale indication of this sub-human type.



An elongated skull occurs when someone lacks the ability to speak. In such cases, there is also no sign of any mouth. It is not known if this type of individual takes any nourishment.



A round skull with a nose cavity between the eyes, blocking off the mouth from the brain, indicates an underachiever. Speech is not impaired, but sounds bewildered and confused.

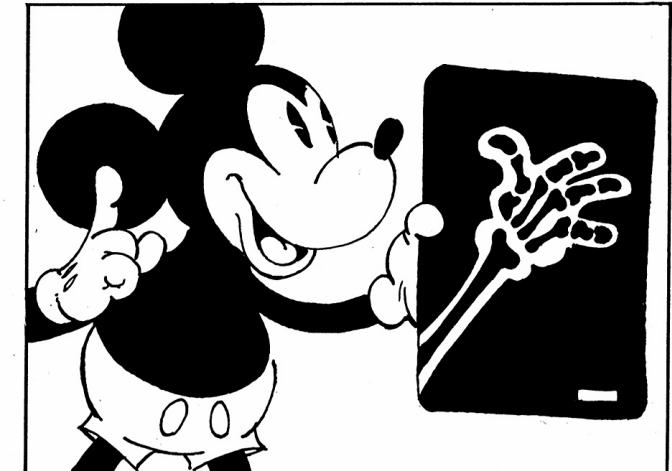


# THE ARMS

The size and shape of the arms depends on the amount of chemicals in the body.



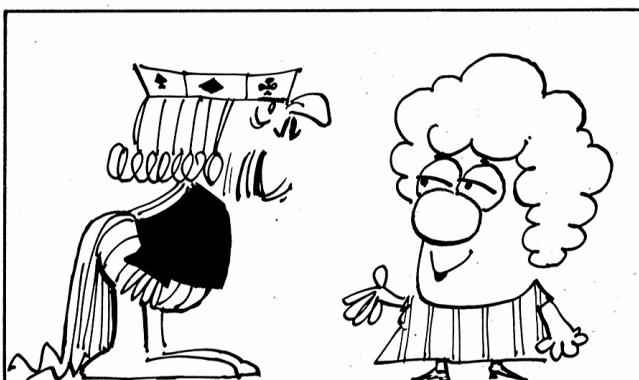
This condition (*nautilus pugnacious*) results from an imbalance of iron in the body system, creating a swollen appearance. X-rays of arms reveal a green substance surrounding muscles. Substance has same chemical properties as a certain leafy, green, yucky-tasting vegetable.



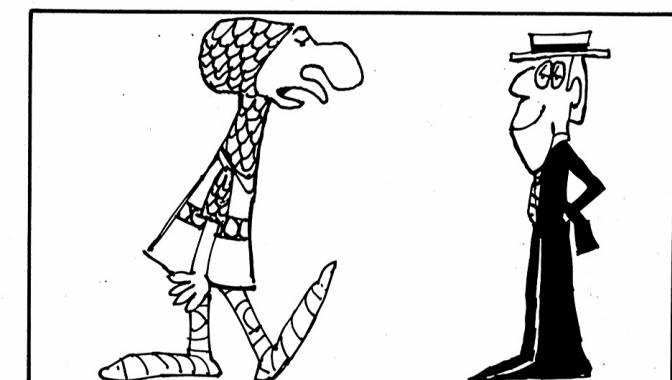
Some arms appear to lack muscles altogether (*disneyus rodentus*), a condition caused by a fiber deficiency in which the tissue turns to cheese. This condition usually results in the loss of one finger of each hand, but does not effect the efficiency of the rest of the hand.

# THE TORSO

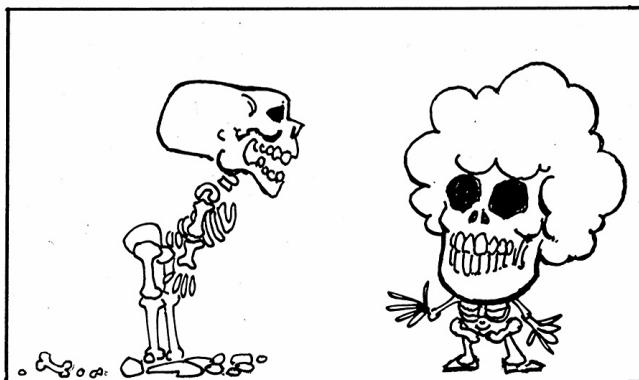
The size of a torso is a chief indicator of dominant leadership—or lack of it.



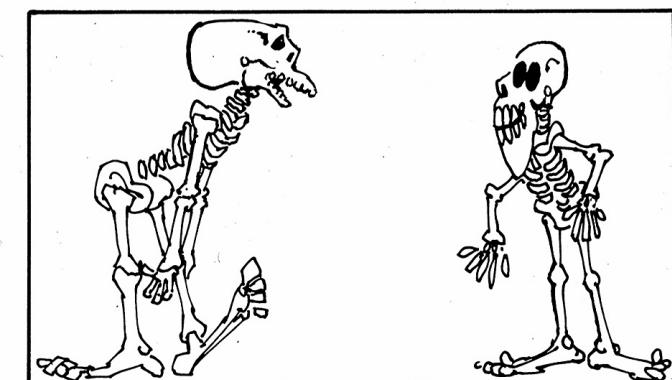
A dwarf-like, compact torso is the sign of a strong-willed, often tyrannical power figure. Such people, as in the two examples of case studies depicted here, dominate less compact people, whom they consider unfit to make any decisions at all, or to lead their own lives.



A tall, lean torso indicates a person who is obviously extremely weak and docile and who allows himself to be browbeaten and manipulated. Such people, as in the two examples of case studies depicted, fail in the exercise of power, and end up as dupes and followers.



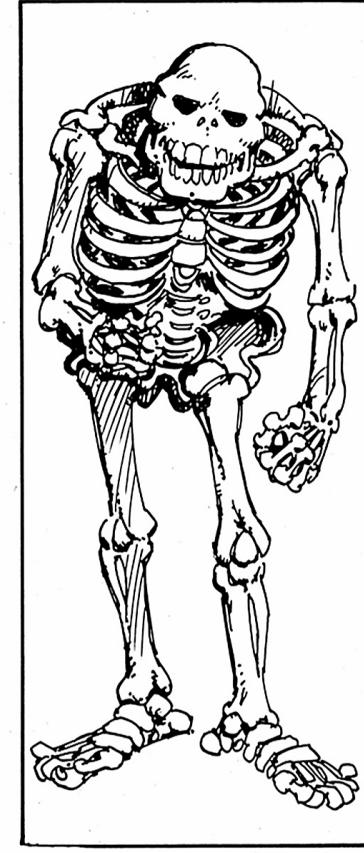
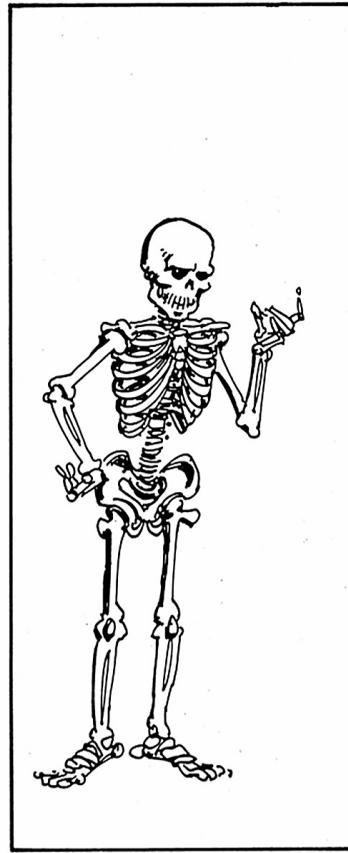
This condition (*ironhandus despoticus*) is due to the fact that the brain is close to the torso, allowing power from the brain to travel a much shorter distance, and thus remain strong.



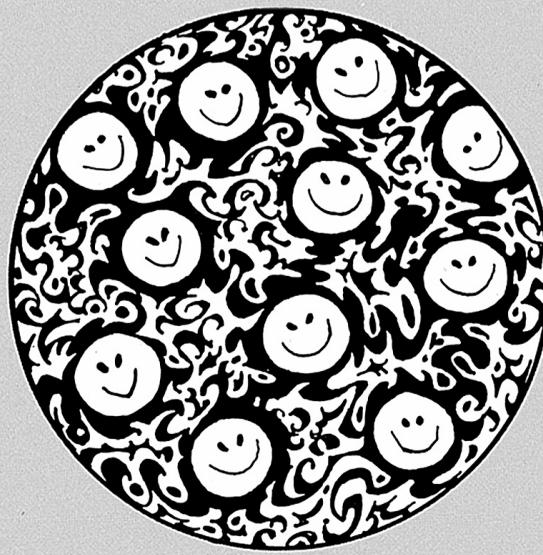
This condition (*nebbish submissivus*) is due to the fact that the brain is further away from the torso, meaning that power must travel a much greater distance, and thus weaken.

# THE GLANDS

In isolated cases, there occurs a glandular condition (*bannerus hulkus*) in which intense anger and rage causes a transformation of personality, intelligence and physical structure.



The personality, which is usually boring and insipid, becomes dynamic and outgoing. The I.Q., which is usually a near genius 162, plummets suddenly to a sub-moronic 27. The height, usually an average 5'9", suddenly increases to an abnormal gigantic 8'6".



Before transformation, the individual's glandular cells are normal and quite well-behaved.



After transformation, the individual's glandular cells expand to twice their normal size.

Note: This condition is similar to Batson's Disease (*shazamus marvelus*) which has been known to affect boys in their teens.

WHAT EVENT IS  
GUARANTEED TO  
BRING MANY MAD  
READERS TOGETHER  
THIS YEAR?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

For those of you who love our stupid magazine, there are many opportunities to meet with other like-minded fans. However, one event in particular will draw together more devotees than all others combined. To find out what this momentous occasion is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"

## MAD IS (YECCH) EVERYWHERE!



MOBS OF MAD FANS IN ONE PLACE IS  
SURELY A REVOLTING NOTION. IT IS A BUMMER  
OF THE FIRST MAGNITUDE. THIS IS A  
SCHEME THOUGHT UP BY A WORLD CLASS FOOL

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ARTIST AND WRITER: AL JAFFEE

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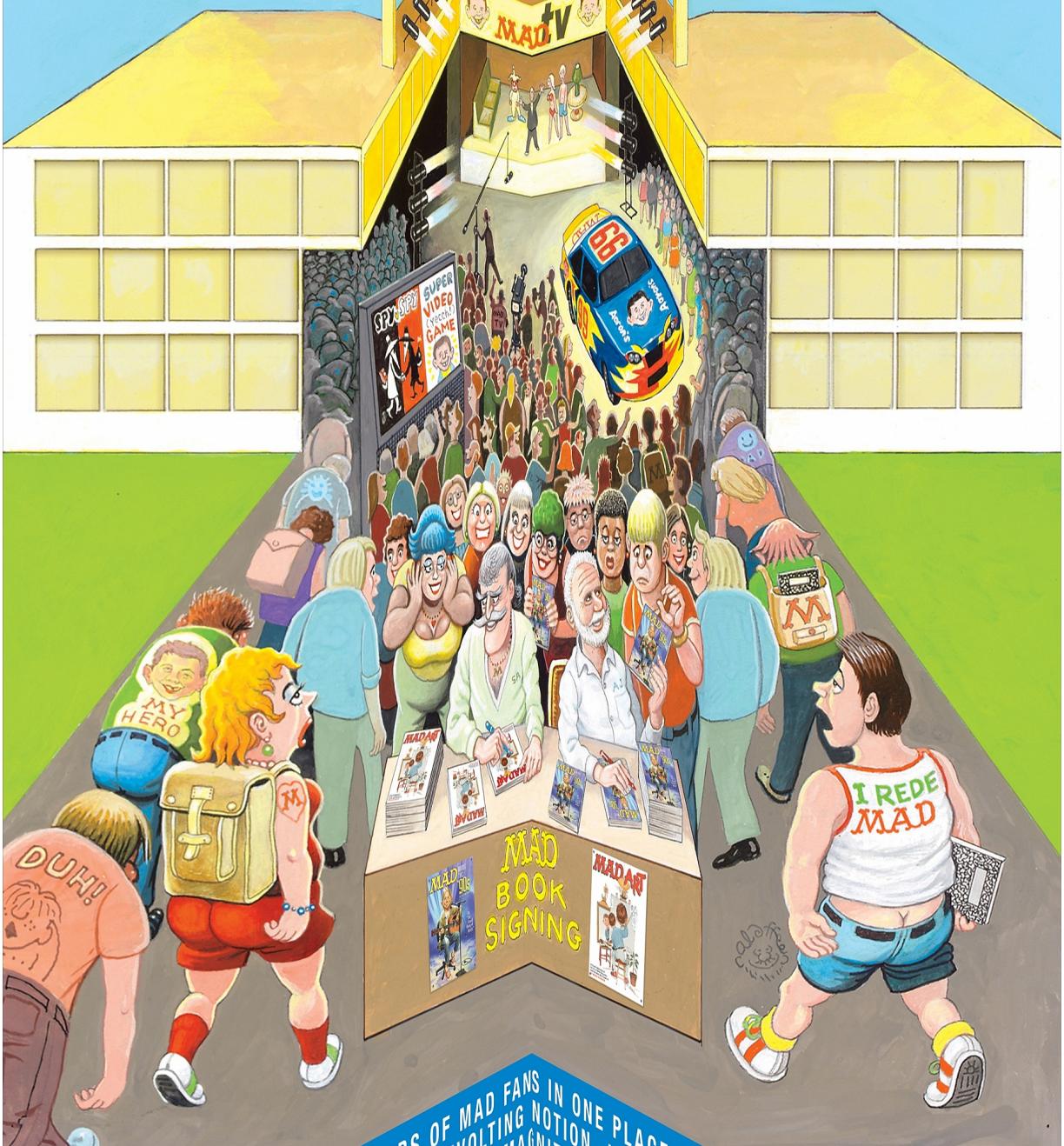
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B

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**A**  **B** FOLD BACK SO THAT "A" MEETS "B"



SUMMER  
SCHOOL

**A**  **B**



SON OF ULTRON

"THIS FAN...  
THIS MONSTER!"

